ATLANTA SMART ACADEMY

— DEVELOPING ALL STUDENTS INTO INNOVATIVE SOLUTIONISTS —

Social Media Manager Internship Description

Goals

- Build awareness of Atlanta SMART Academy
- Engage with stakeholders
- Create a consistent message around who and why we are

Description

Manage **social media** marketing campaigns and day-to-day activities including:

- Develop relevant content topics to reach the school's target stakeholders.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users in a "**social**" way while cultivating leads to prospective partners, parents and students.

Expectations

- Use Twitter, Facebook and Instagram
- One post a day
- Strict confidentiality policy
- Create proper hashtags to grow awareness
- Write/create concise, well-polished content consistent with the school's tone
- Perform other job-related duties or projects as assigned.

Who We Are

- *Mission: Developing all students into innovative solutionists.*
- *Vision:*
- What we do: Critical thinking
- How: Arts-infused project-based learning
- How: Advanced science and math opportunities
- 5-8 charter middle school in SW Atlanta
- Proposed opening in August 2020

Core Values:

- Compassion- We care about ourselves and our community
- Creative- We think outside the box
- Confident- We believe in our ability to succeed
- Critical Thinking (thought)- We provide solutions to problems

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Content

- Education
- Charter schools
- STEAM
- STEM
- College readiness
- Arts
- Arts education
- Artists

Compensation

- This is an ***unpaid*** internship
- Ideal length of commitment is 6 months-1 year
- Benefits include:
    - Experience
    - Letter of recommendation
- Potential to turn into a part-time paid position *pending school approval and as need arises