Our rapidly growing Atlanta private school is looking for a creative, passionate, and eager-to-learn social media designer intern to join our team this summer. The Social Media Graphic Designer Intern will be an invaluable asset to the school marketing team.

The ideal candidate will be a dedicated, self-starting, and eager to work individual. Through this process, you will have the opportunity to use your creative skills in social media, digital marketing and graphic design will help give our school an online identity. You will enhance your design skills in order to be able to strategize and optimize each digital asset for branding and user experience to help us grow.

The successful candidate will be able to design and utilize social media to create a unique branding and presence for our school. You will be responsible for communicating our messaging through design and branding for our upcoming 2023-24 school year campaign.

The Social Media Graphic Designer Intern will also assist in the creation of designed communications such as flyers, press releases, blogs, etc. We’re looking for a true self-starter who is comfortable in a cross-functional environment of working autonomously and with a team.

**Essential duties, responsibilities, and projects:**

- Design of social media campaign for private school in Atlanta including the creative selection and scheduling of social media campaigns including but not limited to Facebook, Instagram, and Linkedin.
- Assist on creating a full campaign for 2023-24 school year that generates interest and leads
- Create and coordinate in the production of print samples including posters and flyers
- Develop and update marketing and sales collateral
- Create compelling graphics to share across social channels
- Assist in writing social media captions that speak to our school's target audience
● Develop new strategies for increasing engagement
● Ensure brand message and design is consistent
● Create weekly and monthly calendars for upcoming school year
● Create design such as blogs, infographics, videos and photos on social media
● Assist on influencer campaign strategy
● Brainstorm and research ideas for original content
● Help edit short-form videos
● Design graphics and write copy for our private school’s social media
● Develop and embody the necessary tone, brand persona, and business goals for dozens of small business clients
● Write for various audiences, while thinking critically about their needs
● Create dynamic, interesting, and grammatically correct sentences
● Craft compelling narratives that drive engagement and action
● Research brand history, competition, and similar writing genres to emulate successful tactics, while offering a fresh, unique perspective
● You will be required to schedule zoom calls with management two times per week to review work, brainstorm ideas, discuss the best approach to design, and occasionally contribute to group calls with marketing team.

Candidate Requirements:

● Currently enrolled in a College program or recent graduate in graphic design or marketing programs preferred.
● Strong graphics skills and proficiency in the use of Canva or other design platforms
● Team player with interpersonal and communication skills.
● Works independently with the ability to multi-task while having excellent attention to detail.
● Avid self-learner with a passion for the digital marketing industry and social media specifically
● Experience working with Meta Business Suite, Instagram, Facebook preferred
● Written and communication skills
● Possess time management and prioritization skills to handle multiple client tasks and goals each week
● Ability to meet deadlines and work efficiently
● Ability to work independently and problem solve while participating in a team environment.

Application Process:

To Apply, please:
(1) Fill out the online employment application below; or
(2) Email jacey.smith@cumberlandacademy.org with your resume or LinkedIn account.
(3) Also please provide a link to a shared folder of your graphic design portfolio.

Online Application - Click Below (Google Doc Form)
https://forms.gle/rHDT5u22tBJhdPX96

If you have any questions please contact Jacey Smith at jacey.smith@cumberlandacademy.org
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