



Design & Social Media Intern (Paid Internship)

Background on NASWA

The National Association of State Workforce Agencies (NASWA) is the national organization representing all 50 state workforce agencies, D.C. and U.S. territories. These agencies deliver training, employment, career, and business services, in addition to administering the unemployment insurance (UI), veteran reemployment, and labor market information programs. NASWA provides policy expertise, shares promising state practices, and promotes state innovation and leadership in workforce development.

Position Overview

The Design & Social Media Intern will be responsible for handling multiple projects from research to final design and/or execution. We are seeking someone with a fresh perspective who is willing to voice new ideas for messaging and design.

Essential Functions

- Capable of being productive while working remotely.
- Work closely with full-time staff to collaborate on creative solutions to build marketing materials.
- Apply creativity and design principles to digital and print designs using Adobe Creative Cloud programs.
- Follow project management processes and provide regular updates and status of projects.
- Research ideas - background information, previous designs, inspiration, etc.
- Communicate in a timely and professional manner.
- Assure completion of project and provide digital files for production.
- Assist in developing and implementing social media strategy.
- Create and publish content and design elements for social media posts including static images, gifs, and video.

Required Qualifications

- Candidate must have access to a computer or laptop, Adobe Creative Suite license and Microsoft Office license.
- Proficiency in Adobe Creative Cloud, specifically InDesign, Illustrator, Photoshop and Lightroom.
- Basic computer skills including Microsoft Office Suite (e.g., Word, Excel), Google Apps (e.g., Gmail, Google Calendar, Google Drive).
- Completed coursework in graphic design or related program.
- Ability to excel in a highly detail-oriented and fast paced environment.
- Strong written and verbal communication skills.
- Ability to adapt to fluctuating deadlines.
- Demonstrated focus on creativity and quality.

Preferred Qualifications

- Familiarity with email marketing platform and a social media scheduler.
- Photography and video editing experience.
- Strong proof-reading and copyediting skills.

Education and/or Experience

A recent graduate, or currently enrolled in an accredited higher education program with at least a Junior level status in Media Arts, Visual Communications, Graphic Design, or related field. Must have a strong design portfolio covering elements such as marketing materials (business cards, brochures, posters, infographics, etc.), branding, and web design. Experience in social media strategy and/or content development.

Job Details

Location:

- Remote/Telework

Reports to:

- Creative Solutions Coordinator

Position Type:

- Part-time, temporary
- 20-25 hours/week during regular business hours (8:30 am – 5:00 pm, Monday – Friday)
- May – August 2021

Salary:

\$12-\$15/hour based on portfolio and experience.

Please send resume, portfolio, and available start date to hr@naswa.org.