

## **Marketing Intern – Job Summary**

### **General Purpose of Position**

To support the Director of Marketing with various platforms of social media, measure the success of each social media platform and assist with other event marketing measures for the South Carolina State Fair.

This paid internship is an ideal opportunity to gain valuable real-world experience at a fun, dynamic and unique non-profit organization.

### **Overview of Job Responsibilities**

- Manage social media accounts to promote all S.C. State Fair events and maintain brand awareness during off season.
- Create social media calendars and schedule posts on Instagram, Facebook, Twitter, Pinterest, and YouTube.
- Maintain brand image and consistency by curating content that is visually appealing as a whole (i.e., an Instagram “aesthetic”).
- Write social media posts that maintain a consistent brand voice and are grammatically correct.
- Occasionally photograph and video events at the fair (experience with a camera other than an iPhone is a plus).
- Measure monthly success on each platform using analytics found on each platform’s website. Record this data every month.
- Engage with customers and other media (for example, news stations) appropriately, professionally, and in brand voice. This includes retweeting relevant posts, liking customer’s posts that tag the State Fair and responding to comments, questions, and concerns. A positive attitude on social media is always required.
- Assists in entering entertainment and fair information on the SC State Fair website.
- Assists with special projects and initiatives.
- Occasionally provide administrative assistance.

### **Required Skills**

The position requires a person with solid computer skills and proven social media skills. Knowledge of Canva, Adobe Photoshop (not required, but preferred), Adobe Lightroom, Microsoft Excel, and Google Drive or One Drive. Experience with social media video a plus. Must be very organized. Be a fast learner. Strong aptitude to maintain confidentiality.

### **Position Type/Expected Work Week**

This position is part-time. Work can often be done remotely. Schedule is flexible. Must be able to attend events occasionally. Number of hours worked per week changes depending on time of year. Sometimes could be 2 hours per week. Average is 6-10 hours per week. During the fair (dependent on your schedule) more hours.

If you are interested in this position, send your resume or a summary of your qualifications to the Director of Marketing at [kathya@scstatefair.org](mailto:kathya@scstatefair.org). Be sure to provide current contact information and any work, school, or other experience you feel is important.