



## **Social Media Marketing Intern – Job Summary**

The South Carolina State Fair is looking for an energetic and self-motivated social media marketing intern. If you're an ambitious individual who wants to build a career in social media and content marketing, then this might be the ideal opportunity to gain valuable real-world experience at a fun, dynamic and unique non-profit organization.

In addition to being an excellent communicator, you should have excellent multitasking and organizational abilities. The successful candidate will also have an in-depth knowledge of marketing techniques and social media platforms.

### **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, Tik Toc 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.
- Take photographs and video for use in social media posts.
- 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.
- Works closely with the S.C. State Fair's advertising agency in regard to social media.
- Assists with special projects and initiatives.
- Occasionally provides administrative assistance.

### **Required Skills**

The position requires a person with solid computer skills and advanced knowledge of popular social media platforms. Knowledge of Adobe Suites, Canva and other contest creation tools, Microsoft Excel, and Google Drive or One Drive. Experience with taking and editing photography and video for social media. Graphic design skills a plus. Ability to work alongside a diverse group of people. Must be very organized. Be a fast learner. Strong aptitude to maintain confidentiality. Have a sense of humor, quick-wittiness, and seek creativity of thought when applicable.

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

This part-time position reports to the Director of Marketing. Work can often be done remotely. Schedule is very flexible. Must be able to attend events to create social media content. Number of hours worked per week changes depending on time of year. Sometimes could be 2 hours per week. Average is 4 to 10 hours per week. During the fair (dependent on your schedule) more hours. Hourly rate is \$10/hour. Experience gained for resume building is invaluable.