



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

The South Carolina State Fair offers an exceptional internship opportunity for a passionate and creative individual to join our team this summer and fall. This internship provides hands-on experience in managing social media for a major regional event, offering invaluable resume building potential. You'll collaborate with our team to create engaging content and gain insights from a leading advertising agency that utilizes industry-recognized social media professionals.

### **Responsibilities:**

- **Content Creation:** Develop engaging social media content for platforms like Facebook, Instagram, Pinterest, and TikTok/Reels, promoting all aspects of the S.C. State Fair.
- **Video Production:** Create short-form video content that highlights the fair's attractions, entertainment, and food offerings.
- **Pinterest Expertise:** Manage the State Fair's Pinterest profile, creating visually appealing boards and pins that inspire fairgoers.
- **Social Media Strategy & Scheduling:** Assist in developing and implementing a comprehensive social media calendar and scheduling posts across various platforms.
- **Data Analysis:** Analyze social media metrics to track engagement and measure the success of campaigns.
- **Collaboration:** Work closely with the Marketing Department and an external advertising agency to ensure brand consistency across all platforms.

### **Required Skills:**

- Strong understanding of social media best practices and current trends, particularly on platforms like Pinterest and TikTok/Reels.
- Excellent written and verbal communication skills.
- Experience with creating engaging and visually appealing content (photos and videos) for social media.
- Ability to work independently and manage multiple tasks simultaneously.
- Strong organizational and time management skills.
- Data analysis skills and familiarity with social media analytics tools a plus.

### **Physical Requirements:**

- Ability to sit for extended periods and use a computer.
- Must be able to walk and stand for long periods during fair events (potentially up to 5 miles per day).
- Ability to lift and carry light equipment (up to 10 lbs).

### **Compensation:**

- \$10 per hour + Priceless experience

**Work Schedule:**

- Part-time, flexible schedule (average 4-10 hours per week, with increased hours during the fair). Remote work possible, but attendance at fair events is required.
- Internship duration: Soon as possible to October 31, 2024.

This is a great opportunity for a creative and energetic individual to gain valuable experience in social media marketing within a fun and fast-paced environment. We are an equal opportunity employer and value diversity at our fair.

For more details: Contact Kathy Allen, Director of Human Resources and Marketing, [kathya@scstatefair.org](mailto:kathya@scstatefair.org).

*The South Carolina State Fair, a self-supporting 501(c)3 nonprofit organization, was organized in 1869 and is dedicated to preserving and promoting South Carolina's agricultural roots while supporting statewide education. In addition to the 12-day South Carolina State Fair, the charitable organization manages annual football parking, is a popular event venue. The South Carolina State Fair has awarded more than \$5 million in scholarships since 1997.*