



Social Media Intern Job Description

Classification

Non-Exempt, Part-time (Year-Round)

Reports To

Director of Human Resources & Marketing

Rate

\$10.00 per hour

Job Summary

The Social Media Intern is responsible for helping grow and engage the South Carolina State Fair's online community through year-round content creation and platform management. This role involves planning, developing, and scheduling content across platforms such as TikTok, Instagram, Facebook, and Pinterest. The intern captures photos and videos, writes engaging captions, and collaborates with the marketing team to support overall digital strategy. This position provides hands-on experience in digital marketing, brand engagement, and analytics.

Essential Functions

Social Media Content Creation & Management:

- Develop, schedule, and manage the social media content calendar to keep audiences engaged year-round.
- Plan and post content for platforms such as TikTok, Instagram, Facebook, and Pinterest, bringing creative ideas to life.
- When possible, ensure all posts are scheduled at least 72 hours in advance and align with the South Carolina State Fair's brand and voice.
- Brainstorm fresh and engaging content ideas based on social media trends and fair-related themes.
- Quickly respond to new trends by creating timely and engaging content that keeps our social media fresh and relevant.
- Capture and edit high-quality photos and videos that showcase the fair's excitement.
- Write engaging, well-written captions that capture the fair's fun and community spirit.
- Keep a consistent visual aesthetic across all platforms using Canva or Adobe tools.
- Work with the fair's advertising agency to support social media strategy.

Marketing Project Support:

- Help create and send marketing emails that promote upcoming events.
- Review and provide feedback on website content to ensure consistency.
- Proofread marketing materials to ensure grammar and clarity.
- Use spreadsheets (Google Sheets, Excel) to organize event schedules, announcements, and marketing data.
- Research and compile mailing lists for outreach.

Additional Responsibilities:

- Occasionally assist with administrative tasks related to marketing.
- Maintain confidentiality of business practices and proprietary information.

Required Skills

- Strong knowledge of social media platforms (Instagram, TikTok, Facebook, Twitter).
- Excellent writing skills with attention to grammar and clarity.
- Basic graphic design skills (Canva or Adobe Suite experience a plus).
- Ability to capture and edit photos/videos for social media.
- Creativity! A strong eye for what makes content engaging.
- Organized and detail-oriented with the ability to manage multiple projects.
- Self-motivated but able to collaborate with a team.
- Experience with social media scheduling tools (a plus).
- Basic understanding of social media analytics (a plus).

Physical Requirements & Work Conditions

- This role involves standing, walking, talking, listening, and reaching as part of daily activities.
- Requires medium physical effort, including occasionally lifting up to 20 pounds.
- Visual acuity is needed for observing fairgrounds and engaging with guests.
- Work conditions may include exposure to varying weather (heat, cold, rain, wind) and loud environments with large crowds, especially during events.

Position Type & Expected Work Week

- The typical schedule is 4 to 10 hours per week, with a mix of office and remote work.
- At least one in-office day per week is required, with remote flexibility on other days.
- Regular communication with the supervisor is essential for coordinating schedules and meeting deadlines.
- Extended hours are required during the fair, with occasional weekend hours required for events or live social media posts throughout the year.

Other Duties

This job description is not a comprehensive list of all duties and responsibilities. Duties may change based on organizational needs.

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