



## Paid Social Media & Content Intern

Job Type: Part-time, seasonal (June – August 2024)

Arts United is seeking a highly motivated high school or college intern who will provide assistance in the areas of social media content creation, graphic design, and marketing specific to the 2024 Taste of the Arts Festival. This paid position is for candidates who are eager to build their portfolio and develop their social media marketing skills while supporting a major arts and cultural initiative in our community.

### Responsibilities:

- Assist in designing Festival graphics for social media, including Facebook, Instagram, and LinkedIn
- Create video content promoting the Festival for Facebook and Instagram Reels
- Assist in the management of the Festival Facebook and Instagram pages
- Prepare social media toolkits for Festival participants, aligning with existing brand standards
- Establish and adhere to a content calendar specific to the Festival
- Brainstorm on social media campaigns and marketing strategies
- Ensure the accuracy and integrity of all content produced
- Drive and increase engagement and action on all Festival-related pages
- Perform other related duties as assigned

### Desired Skills:

- Experience in Facebook, Instagram, and LinkedIn content creation
- Strong understanding of Reels, including composition and current trends
- Photography, videography, and editing skills are required
- Experience in graphic design using Adobe Creative Cloud and/or Canva
- Ability to create engaging content that aligns with the Taste of the Arts brand
- Understanding of the social media space
- Ability to work independently while adhering to deadlines
- Possess strong creative and organizational skills
- Excellent written, verbal, and communication skills

### Additional Requirements:

- Must be available to work during the 2024 Taste of the Arts Festival on Saturday, August 24, 2024
- Must be available to attend monthly Marketing committee meetings
- Ability to work on-site between 10-20 flexible hours per week
- Must be at least 16 years old

### Compensation:

- Hourly wages commensurate with experience, between \$12-15/hour

**To apply:** Submit a resume and 3-5 relevant work samples to [marketing@artsunited.org](mailto:marketing@artsunited.org) by Friday, February 23, 2024.