

MEDIA TEAM INTERN - PHOTOGRAPHY / SOCIAL MEDIA

Application Deadline

04-15-2017

Start Date

05-19-2017 (with optional April Camp: April 28-30, 2017)

End Date

08-13-2017 (with the option of extending to Sept 4, 2017)

Compensation

Unpaid / Expenses through the weekend are covered

Location

Fayetteville, NC with the option of travel



Position Description

Do you love to hashtag? Are you the center of your social circle and stay up to trend with the latest in social media? Do you have a passion for mass communications and are intrigued by the power of social media to inform and educate a viewer? Technology and social media play a key role in engaging and informing our audience of fans, donors, and the drum corps community. Carolina Gold Performing Arts is looking for smart, energetic, and determined individuals who love to interact with social media channels (Twitter, Facebook, Instagram, Tumblr, etc.).

The social media intern creates and executes photography, video, and journalism projects that document the members, volunteers, staff, and organization as a whole. This candidate is responsible for creating social commentary that highlights the general projects of Carolina Gold Performing Arts. As a social media intern, you will work closely with the Media Team Coordinator and corps' media team to create innovative solutions to illustrate content. Candidates should have keen knowledge of social media outlets and stay up to date with current trends. This intern will have an amazing opportunity to travel the country, hone their communication skills in a real-world experience, and build their material of published material.

Must be highly motivated and self-starting.

Responsibilities

- Work in concert with the Assistant Corps Directors, Media Team Coordinator, and corps' media team
- Work independently and in a team environment to accomplish assigned tasks and projects
- Create and manage a production calendar
- Manage simultaneous project tasks and deadlines
- Develop a social media strategy and publish successfully to social media outlets
- Create and distribute analytics report for internal stakeholders
- Research technology solutions that can add value to the organization's mission
- Produce high quality content on all assigned projects
- Create "on trend" and emotionally compelling content for a variety of audiences
- Be an integral component in creating assigned content from conceptualization to delivery
- Other responsibilities as they develop, based on intern interest areas and organization needs

Requirements

- Bachelor's or master's degree in progress in mass communications, marketing, business, digital media, journalism, or related field
- Understanding of internet trends and technologies
- Skill in identifying, tracking and analyzing trends as they appear on social channels
- Must be highly organized, detailed oriented, punctual, and flexible
- Able to prioritize and manage multiple tasks under tight deadlines
- Must have a sense of humor
- Open to feedback, with strong desire to develop professional skills
- Effective interpersonal communication skills
- Attention to detail and accountability
- Proficiency with Microsoft Office, iWorks, internet and email

Location & Schedule

Carolina Gold internship positions will be structured around the corps' 2017 summer tour and require travel with Carolina Gold Drum & Bugle Corps. Summer Internship positions run from the months of May-September and candidates are highly encouraged to attend April Camp (*start and end dates are flexible and based on schedule*). Because we meet primarily on the weekends, internship positions will require you to be with us on the weekends. Because this is a tour role, you will be expected to be available to work as needed while on tour.

Compensation

The Carolina Gold internship program will pay for the candidate's housing, transportation, and food while traveling with the corps. Interns are eligible to receive college credit, depending on their institution's policy.

Application Process

Please submit your resume, short cover letter, references, transcripts and supporting applicable materials to membership@carolinagold.org.

Applicants will be subject to a screening project and a series of phone/live interviews as part of the evaluation process.

All qualified applicants will receive consideration for an internship without regard to race, color, sex, age, national origin, religion, disability, veteran status, sexual orientation, marital status, citizenship, or any other protected status. Carolina Gold Drum & Bugle Corps offers equal opportunity and treatment to all who apply and is committed to diversity.

Questions may be directed to membership@carolinagold.org.