



Content Creator Intern Job Summary

Classification

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

Reports To

Director of Human Resources & Marketing

Date

March 2025

Job Summary

The **Content Creator Intern** is a valuable opportunity for a highly motivated individual with a passion for storytelling, exceptional writing skills, and a knack for creating engaging content. This position is primarily responsible for writing and editing high-quality blog posts, special editorial sections, and other marketing materials that reflect the South Carolina State Fair's brand and voice.

The ideal candidate is a talented writer who can capture the attention of diverse audiences through compelling narratives. They should possess strong interviewing and research skills, excellent grammar, and the ability to adapt writing styles for different platforms and target audiences.

Social media responsibilities are secondary, with a focus on supporting the Social Media Intern in content distribution and audience engagement.

Why This Role is Great for You

- Gain **resume-building experience** in content creation and digital marketing.
 - Work on **high-visibility projects** that reach thousands of people.
 - Learn **best practices in branding, engagement, and storytelling**.
 - Be part of a **supportive team** that helps you grow.
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Essential Functions

Content Writing & Creation (Primary Role):

- Write, edit, and publish high-quality blog posts that engage and inform our audience.
- Develop and contribute to special editorial sections, ensuring consistency in voice, tone, and messaging.
- Assist in writing various marketing materials, including email campaigns, press releases, event programs, and promotional content.
- Collaborate with internal teams to gather information and ideas, transforming them into compelling stories and articles.
- Research relevant topics to produce accurate, informative, and engaging content.
- Proofread and edit all written materials for clarity, grammar, and consistency with brand guidelines.
- Maintain a content calendar to ensure timely delivery of all written materials and coordinate with the Social Media Intern for aligned content schedules.
- Capture and create accompanying photos, videos, and graphics to enhance blog posts and social media content, ensuring a cohesive visual narrative.

Social Media Support (Secondary Role):

- Assist in distributing written content through social media channels by creating brief, engaging captions to accompany blog links and promotional content.
- Work closely with the Social Media Intern to plan and coordinate the social media calendar, ensuring alignment with marketing campaigns and organizational goals.
- Share responsibility for posting on social media platforms, helping to alleviate the workload of the Social Media Intern.
- Support the development of short-form videos, Reels, and other multimedia content to complement written narratives and engage the target audience.
- Analyze social media performance of shared written content to gauge audience engagement and inform future content strategy.
- Stay up-to-date on social media trends to suggest new and innovative ways to engage audiences.

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.
- 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.
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Required Skills

- **Excellent writing skills** with the ability to create engaging and compelling content.
 - **Knowledge of AP style writing** is preferred.
 - **Strong editing and proofreading abilities** to ensure accuracy and a polished final product.
 - **Creativity and storytelling skills** to capture and maintain the audience's attention.
 - **Effective research skills** to gather accurate information and present it clearly.
 - **Familiarity with social media platforms** and how to effectively share and promote content on platforms such as **Facebook, Instagram, and TikTok**.
 - **Strong organizational skills** with the ability to manage multiple projects at once.
 - Able to **work independently and as part of a team**, collaborating effectively with others.
 - **Positive attitude and willingness to learn**, with the flexibility to adapt to changing needs.
 - **Professionalism and discretion** when handling confidential information.
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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.
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Position Type & Expected Work Week


- This is a part-time, year-round position with flexible work arrangements.
 - Starts at \$10/hr—gain awesome experience, boost your resume, and have fun!
 - Candidates must be located in South Carolina year-round.
 - 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.
 - Candidates must be located in South Carolina year-round.
 - Extended hours are required during the fair, with occasional weekend hours required for events or live social media posts throughout the year.
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Other Duties

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

How to Apply

Submit your **application, resume, and at least two writing samples** that showcase your content creation and storytelling abilities.

 Applications without writing samples will not be reviewed.

Apply online at scstatefair.org/employment.