



Social Media Intern Job Summary

Classification

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

Reports To

Director of Human Resources & Marketing

Date

March 2025

Job Summary

Are you creative, organized, and passionate about social media? The South Carolina State Fair is looking for a **Social Media Intern** to help grow and engage our online community! This is a hands-on learning opportunity where you'll create and schedule social media content, capture photos and videos, track performance, and assist with marketing projects.

The ideal candidate is a **strong communicator, a quick learner, and someone who stays on top of social media trends**. You'll gain valuable real-world experience in content creation, digital marketing, and brand management—all while having fun and making an impact!

Why This Role is Great for You

- Gain resume-building experience in social media marketing and digital content creation.
 - Work on high-visibility projects that reach thousands of people.
 - Learn best practices in branding, engagement, and analytics.
 - Be part of a supportive team that helps you grow.
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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.
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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).
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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.
 - 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 and resume at scstatefair.org/employment.

 **Be sure to include any personal or professional experience with social media,** such as content you've created, platforms you've managed, or campaigns you've contributed to.