

VISIT BUCKS COUNTY

Pennsylvania

Title: Social Media Content Creator Internship

Reports to: Visit Bucks County Marketing Team

Summary: The Visit Bucks County (VBC) Social Media Content Creator Intern will be responsible for assisting the YouTube Host & Content Creator with the production of TikTok, YouTube and podcast content. The intern will also assist the VBC marketing team with capturing, posting and scheduling content for Instagram, Facebook and Twitter. In addition, the intern will assist with writing content for VisitBucksCounty.com, organizing VBC's photo and video assets, researching social media influencer opportunities and other areas of the marketing and communications. This internship position is hybrid with one day a week in an office environment and other work days spent at tourism locations assisting with video production throughout Bucks County and/or remote.

Responsibilities:

- Assist with scheduling tourism partner site visits to obtain TikTok, YouTube and other social media content.
- Visit partner locations to gather photo and video content.
- Assist YouTube Host and Content Creator with all production needs while onsite.
- Assist with editing, scheduling and optimizing social media content on a variety of channels.
- Write and edit content for social media, VisitBucksCounty.com and blog posts.
- coverage of weekly video needs, including shooting TikToks, Instagram Reels and YouTube videos with VBC's "Local Tourist"
- Edit social media videos for promotion
- Monitor social media trends and present new ideas to enhance the current content strategy to increase total followers and engagement
- Assist with designing and generating weekly Instagram stories in Canva.
- Keyword, archive and organize all images and videos in Barberstock, asset management system.
- Write & edit content for VBC's web articles.
- Assist with updating event listings and partner information and photos on VisitBucksCounty.com.
- Support the Marketing & Communications team with other special projects as assigned.

Requirements:

- Adobe Premiere and Canva experience.
- Excellent research, organizational, written, verbal, editing and interpersonal skills.
- Deadline oriented, self-starter who is able to manage multiple projects in a fast-paced environment.
- Knowledge of digital trends within the tourism industry a plus.
- Ability to work evenings and weekends.
- Daily access to a vehicle (mileage reimbursement available).
- Creative mind with a flair for visual storytelling.
- A sense of humor.

Hours: 16 – 24 hours per week.

Compensation: \$13 hour

Please send cover letter, resume and portfolio to marketing@visitbuckscounty.com