

# Fort Worthians101 Social Content Intern

**Location:** Remote

**Application Deadline:** April 29, 2024 | **Target Start Date:** May 6, 2024

**Reports to:** Senior Manager of Emerging Markets, Katie Fleharty

## The Role

The Content team is a vital part of Fort Worthians101 community and subsequent platforms, helping bring to life content through the lens of our advertisers while maintaining relationships, providing analytics and being detail oriented to execute on deliverables in a timely manner. The Content intern will work under the Senior Manager and support their client deliverables. Clients can include small businesses, local brands, national corporations, and anything in between.

The Content role should have excellent communication, an eye for content creation, creative writing skills, and know the Fort Worthians101 brand backwards and forwards to successfully bring to life campaigns for Fort Worthians101's Instagram.

## Responsibilities

### Content Creation:

- Be detailed-oriented and ensure any requests to include specific information, hashtags, photo tags, etc. are met.
- Grammar check work and be efficient in writing captions with enough time for team and client approval.
- Think creatively about how to express the partnership concept through a photo or video.
- Understand Fort Worthians101 branding in how to take photos, clip reels, and write in our voice.
- Know the Fort Worthians101 brand to be able to decipher between what photos we can or cannot post, give feedback to client edits that are not a fit, etc.
- Ideating the most effective ways to use our platform to showcase a specific client, even if it isn't the partnership they originally reached out for. (IE being able to suggest that a Reel would be most effective for that specific campaign rather than a static post.)

### Partnership Support:

- Executing partnership deliverables including creation, from concept to publication, of paid content on Instagram through static posts and reels.
- Support the Paid Content team with photography (iphone) and creative writing of instagram captions.
- Report partnership analytics to the Senior Manager as well as internally to the team to inform future improvement & growth.

### **Special Projects and Duties**

- Identify new opportunities for business and growth through research, knowledge and expertise.
- Be an extra set of hands at company events and media invites as needed.

### **Skills**

- A strong desire, good personality, and great fit for working in a high-accountability, high-autonomy setting.
- Be an expert in reels and instagram photo carousel creation.
- Entrepreneurial - comfortable with ambiguity; driven to succeed; and a self-starter.
- Ability to adapt to the Fort Worthians101 branding and voice.
- Always comes prepared with a well-developed point of view, initial work product, and recommendation for way forward when seeking support.
- Meticulous attention to detail and expert eye for design.
- Cultural alignment to Fort Worthians ethos that everything is "*figureoutable*" and no challenge is too great to be solved!
- An upbeat, positive individual who is outgoing and loves to explore and interact with the community.

### **Expectations and Compensation Package**

- Junior or Senior in College
- Produce at minimum 10 hours of work per week and as many as 20 hours a week.
- Eligible for college credit
- Incentives include: free meals, free drinks if 21+, and free experiences throughout the city