



MOUNT ROGERS

REGIONAL PARTNERSHIP

2025 Summer Internship Social Media Content Creator

SUMMARY

The Social Media Content Creator intern will work with the Director of Marketing and Communications to develop a creative, evergreen, year-long marketing calendar for Instagram, utilizing graphic design, photography, and videography skills. The intern will create content to build their portfolio and practice the skills they have learned in the classroom. The 10-week internship position provides a stipend of \$3,000. The intern will also participate in the organization's summer immersion experience, Meet Mount Rogers, which provides professional development training and networking opportunities as well as exposure to quality-of-life assets within the region.

COMPENSATION

- Stipend of \$3,000
- Enrollment in Meet Mount Rogers, MRRP's summer intern immersion program
 - One day per week for 6 weeks plus final wrap-up dinner
 - Each session will consist of professional development training in the morning and an activity showcasing one of our six localities in the evening
 - Lunch and transportation from WCC campus provided

DURATION AND SCHEDULE

10-week program:

- Onsite orientation in late May (date flexible)
- Approximately 15 hours per week (including weekly immersion experience, once per week for six weeks)
- Flexible scheduling allows for balance with academic and/or additional job responsibilities
- Weekly project check-ins with Director of Marketing and Communications (can be remote)
- Week of July 4th off; internship concludes first week of August

DESCRIPTION

The internship will be hybrid over a 10-week period with a commitment of approximately 15 hours of work per week. The intern will collect photo and/or video assets during weekly, required Meet Mount Rogers excursions and use this content, along with other MRRP assets, to develop a year-long calendar for Instagram content.

OBJECTIVES

The internship will provide the intern with experience applying knowledge, skills, and abilities in a work environment, as well as provide the intern with tangible deliverables to use as portfolio examples. Upon completion of the program, the intern will have successfully created and executed a marketing plan and social media project for a non-profit organization. The internship will provide foundational experience applicable to many career fields of interest, including communications, marketing, media relations, public relations, tourism, economic development, and more.

SKILLS & QUALIFICATIONS

- Higher education student majoring in marketing, advertising, communications, media relations or similar areas of study
- Ability to collaborate and communicate with others
- Preferred experience in photography and videography
- Preferred understanding of graphic design principles
- Preferred knowledge of various social media platforms, their functions and purposes as related to marketing strategies (Instagram experience strongly preferred)

REQUIREMENTS

The Content Creator Intern must:

- Have reliable transportation to report to Wytheville Community College campus (Wytheville, Virginia location) at least once per week for duration of internship
- Have your own phone (with camera) and laptop to create content
- Be currently enrolled in a higher education institution (college, university)

HOW TO APPLY

Interested candidates should submit the following no later than noon on Friday, February 28th, 2025 to mherbert@wcc.vccs.edu

- Resume
- Cover letter outlining why you're interested in the internship and why you're a great candidate
- Three references – full name, title, phone number, email address
- Optional sample of writing (preferably one page or less)
- Optional sample of relevant creative work