



For more information contact:
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STATE FAIR OF TEXAS
Job Description

Incumbent: OPEN
Job Title: Social Media Intern (Summer)
Department: Marketing
Department Head: Senior Vice President, Marketing
Reports To: Social Media & Content Coordinator
Updated: January 2020
Compensation: Seasonal – Hourly
Possible Start Date: June 1, 2020
Possible End Date: August 14, 2020

About the State Fair of Texas

Since its inception in 1886, the State Fair of Texas has celebrated all things Texan by promoting agriculture, education, and community involvement through quality entertainment in a family-friendly environment. The State Fair of Texas is a 501(c)(3) nonprofit organization with proceeds helping to preserve and improve Fair Park; underwrite museum, community, and scholarship programs for inner-city youth and students pursuing agricultural careers; and help improve State Fair operations. The 2020 exposition runs September 25 through October 18 in Fair Park. Visit BigTex.com for more information.

Summary

The State Fair of Texas is seeking a Social Media Intern to join our seasonal team in preparation for the Fair. Responsibilities may include copy writing, creating and scheduling social media content, assisting in the overall social media plan, staying up to date with current events/trends, collecting analytics from social platforms, interacting with social media followers, capturing photos/content at various events when necessary, and assisting with the Fair's overall Marketing strategy.

Essential Functions:

- Maintain awareness and knowledge of the State Fair of Texas branding;
- Assist in content creation for social media platforms and BigTex.com;
- Assist in updating and tracking social media analytics across all channels;
- Execute social media sponsorship requirements;
- Provide a creative eye towards new and trending social content;
- Produce creative content following Fair branding guidelines;
- Ability to capture content if needed.

Marginal Functions:

- Perform additional related duties and responsibilities as assigned.

Qualifications

- Social media platforms – Facebook, Twitter, Instagram, LinkedIn, YouTube;
- General social media scheduling system (E-Clincher) and analytics;
- Copy writing and content editing according to AP Style Guidelines;



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Qualifications (continued)

- Excellent communication and organizational skills;
- Principles and best practices of social media channels listed above.

Ability to:

- Write and edit content for variety of channels in tone and voice appropriate to SFT;
- Excellent written, verbal and interpersonal communication skills;
- Be proactive and reliable in planning and implementation of responsibilities;
- Manage own time, establish schedules and meet deadlines, including managing multiple projects at the same time;
- Create interactive and engaging social media content;
- Adjust social media schedules and content as needed;
- Take direction and fulfill assignments as requested;
- Develop a creative eye for excellent Fair-quality content;
- Capture photos for social media if needed;
- Be adaptive to new assignments or responsibilities when necessary;
- Maintain strong organizational skills, be detail-oriented, multi-task, and handle high-stress situations.

Experience and Training Guidelines

Preferred Education and/or Experience:

- A Bachelor's degree in Marketing, Public Relations, Communications, or related field;
- Must have excellent verbal and written communication skills;
- Must have interpersonal skills to deal effectively with fairgoers;
- Knowledge of photography skills is helpful;
- Highly proficient computer skills with demonstrated knowledge and practical application of Excel, Word, some Adobe Creative Suite, the State Fair's social media scheduling system, and other software programs as indicated.

Working Conditions

Environmental Conditions:

- Office environment; exposure to computer screens;
- Exposure to a range of environments, including outdoors and all weather conditions, in preparation for the annual State Fair of Texas event.

Physical Conditions:

Essential and other important responsibilities and duties require maintaining physical condition necessary for sitting for prolonged periods of time; prolonged standing, bending and lifting; walking and driving golf carts outdoors; working consistently requires manual dexterity.