



SOCIAL AND DIGITAL MEDIA INTERN POSITION

The Panafest Organizing Committee has an opening for a Social and Digital Media intern and is seeking applicants. Candidates should have a passion for African culture and must be able to maintain a positive attitude under pressure, exhibit a strong work ethic, and enjoy working with a wide range of personalities. Most importantly, the candidate should be flexible and willing to take on multiple tasks in a non-profit environment. This internship will benefit someone who is interested in marketing, education, community relations, and audience development.

RESPONSIBILITIES

Social Media

Updates Facebook, Instagram, and Twitter accounts

Responds to posts or comments to bring value to users' interactions with Panafest USA

Posts updates, news, and announcements in a timely manner using appropriate content.

Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our Facebook, Instagram, and Twitter pages in a manner that invites conversation and interaction.

Digital Media

- Takes pictures and videos of PANAFEST events to be developed into content for the Panafest website, Facebook, and Twitter pages.
- Uploads Panafest event photos and videos to the appropriate Dropbox account
- Organizes and archives digital images and videos.
- Completes other digital media projects as assigned.

Research

- Regularly observes the online activity of model organizations; researches and reports on "social media best practices."
- Completes other research projects as assigned.

REQUIREMENTS

- Passion for Africa and African culture is a must
- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Detail oriented with strong written and verbal communication skills.
- Familiarity and facility with mainstream social media platforms, including, but not limited to, Facebook, Twitter, Yelp, Google+ and LinkedIn.

ELIGIBILITY

- This is a part time internship and we require that you bring your own laptop or mobile device to complete internship projects and tasks.
- The internship is unpaid. However, we can provide a stipend to cover any work related expenses when appropriate.
- Must be available to work at least 3 hours a week from now till September 24
- Must be available to work at least from noon to 6 PM on Event day, September 24

TO APPLY

Please send your resume and cover letter to panafestivalusa@gmail.com