



Social Media Intern

Position Purpose:

TriState Marching Arts is seeking a motivated, resourceful and tech-savvy candidates to serve as a social media interns for the 2019 competition season. The TMA interns will work directly with the TMA Executive Director and TMA Board President or various board members to craft and execute various content for TMA's social media footprint, such as: Facebook, Twitter, Instagram and Snapchat. This voluntary role will be instrumental in increasing our social media presence and gaining visibility for TriState Marching Arts.

Responsibilities:

- Assist in the general distribution and sharing of information via TMA's social media platforms.
- Collaborate with the TMA Executive Director, TMA Board and TMA staff on how and what we communicate to our members via social media.
- Conceptualize, create and publish various content which combines both text and images or videos.
- Build meaningful connections with performers, staffs, hosts and the TMA community.
- Encourages engagement with our TMA social media accounts through creativity and positive postings.
- Increase the number of followers we have on the various channels.
- Posting content weekly from the TMA competitions.
- Serve as an ambassador for TMA.

Required Skills:

- Working knowledge and passion for the pageantry arts.
- In-depth knowledge of Facebook, Twitter, Instagram and Snapchat.
- Strong verbal and written communication skills.
- Demonstrated organizational skills.
- Self- motivated and driven.
- Superb attention to detail.
- Enjoys working cohesively in a team atmosphere as well as solo.
- College student(s) with a marketing, business and/or performance major preferred.