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## **AthFest Music & Arts Festival Social Media Internship**

### **AthFest Educates**

AthFest Educates is a nonprofit organization committed to sustaining and advancing music and arts education for K-12 youth in Athens Clarke County. In order to fulfill its mission, AthFest Educates produces two annual fundraisers, the AthFest Music & Arts Festival and the AthHalf Half Marathon & 5K. The proceeds from these two events fund the organization's annual grant-making efforts.

### **AthFest Music & Arts Festival**

AthFest is an annual free, three-day, family-friendly festival that celebrates Athens, GA's vibrant creative culture, featuring local and regional musicians and visual artists. Thousands of people flock to the streets of historic downtown Athens to experience live music by artists from a variety of genres, enjoy local artwork, and soak up the vibe of one of America's coolest cities. Locals mingle with out of towners while music fills the air and art, food and fun fill the streets.

### **Description:**

The social media intern will be responsible for collecting content assets and assist with content creation for our various social media platforms in collaboration with our Marketing Agency. They will create content for social media platforms, utilizing existing assets and templates, as well as gathering new video and photo assets. They will also maintain engagement on social media platforms by replying to comments and messages and interacting with other channels.

### **Scope of Work**

- 1) Social Media Content
  - a) Cultivate photo and video assets by working with performers, artists, staff, and other community members
- 2) Event Social Media
  - a) Attend events, take photos, interview stakeholders to create content.
  - b) Intense work in June
- 3) Maintain chatter
  - a) Thank you posts for comments, donations
  - b) Respond to DMs using provided guidelines
  - c) Alert staff to interesting/problematic comments
  - d) Follow and interact with other local non-profits / agencies
- 4) Projects
  - a) Develop set of video assets for use across channels and websites
  - b) Storytelling series - Interviews with stakeholders on arts education

**The ideal candidate:**

- Is committed to the Athens community, particularly the music scene and the community's youth
- Has excellent communication skills
- Is self-motivated, organized, and a strong multi-tasker
- Is comfortable with hands on work, including loading in/out of equipment and supplies.
- Is able to work with a diverse team of volunteers, managing multiple deadlines

This internship occurs during the Spring semester and includes approximately 100 hours of work. This is an unpaid internship that qualifies for course credits.

Those interested should submit a cover letter and resume to [events@athfsteducates.org](mailto:events@athfsteducates.org) .