

OHIO STATE FAIR SOCIAL MEDIA INTERN

PAID, REAL-WORLD EXPERIENCE

QUALIFICATIONS

- Students who have prior experience creating social media content for an organization will be first considered.
- Candidates with three years of college education in public relations, communications, journalism or marketing are preferred.
- Candidates should respect deadlines, be detail-oriented, conscientious and know how to follow through.
- Applicants must have knowledge of Associated Press (AP) writing style and excellent grammar. Basic graphic design experience is a plus.

RESPONSIBILITIES

- Create a strategic social media calendar of promotional content, relevant updates and ticket giveaways
- Write unique social media content for the Ohio State Fair's online presence including Facebook, Twitter, Instagram, Pinterest, YouTube and WordPress
- Monitor social media sites and respond to inquiries and engage with patrons
- Interact with the Ohio State Fair audience and provide excellent customer service by promptly responding to questions and concerns posted as messages, posts and comments on social media outlets
- Craft basic image designs as needed using Canva or the Adobe suite
- Work with visual communications team to create social media specific designs as needed for contests, special days, activities and more
- Create mini videos for social media use during the Ohio State Fair
- Live tweet at events, concerts and activities during the 12-day Ohio State Fair
- Coordinate a blogger relations program
- Upload content and manage the backend of the Ohio State Fair's mobile app
- The social media intern will report to the Marketing & Public Relations Director and work alongside a team of public relations interns during the summer.

TIMING

- Working hours will be Monday - Friday from 8 am to 4:30 pm in May, June and July. (School schedules will be taken into consideration when determining a start date, which shall be no earlier than May 9). Interns may work shifts on Saturdays, July 15 and 22, 2017.
- During the 12 days of the Fair, which will be held July 26 – August 6, 2017, extended hours will be required (at least a 12-hour shift each day.) Interns cannot take time off during the Fair. The entire internship cannot exceed 14 weeks.

COLLEGE CREDIT

- Does your college or university offer course credit for internships? Your supervisor can complete any necessary paperwork to ensure that you get the credit you deserve.

HOW TO APPLY

- To be considered for the Ohio State Fair social media internship, please send your résumé, one blog post and 10 samples of social media posts you have written for an organization (such as Facebook, Twitter, Instagram, etc.) to Alicia Shoults, Ohio Expo Center, 717 E. 17th Avenue, Columbus, Ohio 43211 or a.shoults@expo.ohio.gov. The deadline for receipt is **Monday, February 6, 2017**. Interviews will be held shortly thereafter.



MY INTERNSHIP IN A NUTSHELL

“Working as the social media coordinator for the Ohio State Fair has been a rewarding, fun and educational experience. This internship gave me real world experience in social media marketing and how important and influential it is in today’s world. I was able to greater develop my skills in digital communications and had more hands-on experience than I could’ve expected from any other internship. The environment at the Ohio Expo Center & State Fair was so welcoming and upbeat and I was able to learn so much while having fun at the same time. I’ll always remember this internship and can’t wait to put everything I’ve learned to use going forward in my career.”

- **Erin, Ohio University (2016)**

“Having the freedom to do hands-on work with social media accounts that have a large following and wide-spread reach has made me extremely confident in my social media skills and abilities. The fun atmosphere mixed with the value of the work I completed has given me invaluable skills that align with my future career goals. I cannot thank the Ohio State Fair enough for the amazing summer; it is definitely an experience I’ll always remember!”

- **Mira, Ohio University (2015)**