



**Position Title:** Digital Content Intern

**Position Type:** Temporary, Part-time

**Position Reports To:** Marketing & PR Manager and Digital Arts Manager

**Compensation:** Intern will be paid \$15 per hour for 30 hours per week

**Internship Dates:** June 10, 2024-August 2, 2024

**Job Summary:**

RPAA seeks a Digital Content Intern to assist with social media planning and content development to prepare for the upcoming arts season. In collaboration with the Marketing & PR Manager and the Digital Arts Manager, the intern will create meaningful story-driven content, develop a strategic plan to increase engagement across platforms, assist in daily marketing tasks, explore video production and editing, and contribute to graphic design projects.

**Job Responsibilities (includes, but not limited to):**

General

- Assist with adding event information to community calendars
- Create Facebook events for season programming
- Develop a system to track key metrics for digital communications
- Help maintain minor website edits

Social Media

- Create a social media plan for the summer and the beginning of the 2024-25 season
- Focus on creating story-driven video content to reflect RPAA's mission
- Engage with patrons through social channels
- Work alongside the Marketing & PR Manager to create content that promotes the performing arts sector and uplifts RPAA's resident companies

Graphic Design

- Assist in creating print collateral to showcase the upcoming season

Video Production/Editing

- Work alongside the Digital Arts Manager to create and edit video content for RPAA's resident companies

**Qualifications:** Candidate must be either a certificate program, undergraduate, or graduate student in a related field.

**To Apply:**

Please send a cover letter, resume, link to your portfolio, and a letter of recommendation to [jobs@rpaalliance.com](mailto:jobs@rpaalliance.com). Please list "Digital Content Intern" in the subject line. No phone calls, please. Richmond Performing Arts Alliance is an Equal Opportunity Employer.