



Social Media Intern:

Broad Functions:

The Social Media Intern will work for the Marketing Team, creating content and scheduling posts for The Bushnell's social media platforms. We are looking for a creative, highly motivated, individual who shares our love for the performing arts and is an excellent communicator and storyteller. Ideally, this intern will help The Bushnell launch its TikTok presence and work with the Marketing Team to develop a strategy for introducing The Bushnell on TikTok, establishing our voice, creating a content calendar, and engaging with relevant brands, all while following the brand guidelines of The Bushnell and our show partners.

This person will find success if they thrive working in a fast-paced environment, traveling to different events in the Greater Hartford region and working with various departments across the organization to share their stories on social media.

General Duties and Responsibilities:

- Craft engaging content and content pitches to marketing team
- Edit photo, video, and voiceovers for various social platforms
- Occasionally travel to events and The Bushnell to shoot photo and video content
- Prepares and reports on weekly content performance for TikTok
- Assist with creating content for all social platforms
- Actively engage with colleagues and patrons at events

Education and/or Experience:

- Comprehensive understanding of social media platforms including but not limited to Instagram, TikTok, Facebook, and Twitter. Comfortable creating and editing video content for TikTok and Instagram Reels.
- Excellent written and verbal skills, with the ability to write copy in our brands voice and tone.
- Knowledge and understanding of video editing software (Premiere Pro, Premiere Rush, Canva, etc.)
- Experience in performing arts or entertainment a plus
- Working toward a bachelor's degree in a related field
- Strong execution skills, with the ability to prioritize and meet deadlines

Interested candidates should apply to jobs@bushnell.org.

