

Brownthought Academy 2023 Internship

SOCIAL MEDIA INTERN - CONTENT CREATION

Responsibilities

- Curating social media content calendars (writing captions, researching trends, designing fun graphics, and gathering photos)
- Publish and share daily content that builds meaningful connections and encourages audience to build community with us
- Growing our Kultivate Lab program accounts
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborating with Video Intern to create engaging social video content (Reels & TikToks)
- Take photos of events to utilize for stories and future promotions
- Collaborating with Marketing Manager & Community Management Intern to better understand our audience and create monthly social media strategies
- Participating in 1:1s, weekly team huddles, and department meetings.

Requirements

- Interest in digital storytelling
- Ability to work independently, proactive worker – internship is remote outside of event coverage.
- Remote OK, SF Bay Area preferred (need to commute to in-person events)
- Excellent written and oral communication skills
- Great organizational skills
- Ability to be flexible and think on their toes
- Basic knowledge of Instagram, Twitter, Facebook, and TikTok
- Basic knowledge of Adobe Creative Suite + Canva
- Having Instagram Reels & TikTok editing experience is required.
- Willingness to learn new skills and programs
- Light graphic design, photo editing and copywriting experience would be a plus
- No prior industry experience or degree is required but the desire to learn and grow is!

Hours: 10-15 hrs/week

Compensation : \$500 monthly stipend with option to include academic credit, must coordinate with your university's program

SOCIAL MEDIA INTERN - COMMUNITY MANAGEMENT

Responsibilities

- Engage with our social community by responding to comments, direct messages, and likes on Instagram + Facebook + TikTok + YouTube
- Grow our community and following online
- Source and curate user-generated content for social channels
- Keep a pulse and engage in community conversation across social channels
- Contribute to brainstorming efforts to boost engagement on social media channels (engaging with potential audience online, replying to content, posting IG/FB stories, interacting in Facebook groups)

Requirements

- Can utilize social media to engage with a community of followers online
- Have an interest and familiarity with Filipinx-centric & Bay Area-centric content, organizations, brands, influencers
- Ability to work independently, proactive worker – internship is remote outside of event coverage
- Remote OK, SF Bay Area preferred (need to commute to in-person events if possible)
- Excellent written and oral communication skills
- Great organizational skills
- Ability to be flexible and think on their toes
- Basic knowledge of Instagram, Twitter, Facebook, TikTok, YouTube
- Having Instagram Reels & TikTok editing experience is a plus!
- Willingness to learn new skills and programs
- Copywriting experience would be a plus
- No prior industry experience or degree is required but the desire to learn and grow is!

Hours: 10-15 hrs/week

Compensation : \$500 monthly stipend with option to include academic credit, must coordinate with your university's program

VIDEO INTERN

Responsibilities

- Growing Instagram + TikTok + YouTube audience, and understanding the types of content that keeps our audience engaged.
- Attending Kultivate Lab events for event coverage through Photo & Video

- Collaborate with intern team and Marketing Manager for video content needed for social media, blog, newsletter, and web.
- Handling and editing of video footage to use for social content.
- Plans and directs assigned studio and field-based video production.
- Participate in the creative process at several different stages including brainstorming with other team members, ideating concepts, revising and troubleshooting, and photo, video and sound editing.
- Participating in 1:1s, weekly team huddles, and department meetings.

Requirements

- Interest in digital storytelling
- Self-motivated with a strong work ethic -- internship is remote outside of event coverage.
- Must live in the SF Bay Area (need to commute to in-person events)
- Basic editorial experience using video-editing software (Adobe Premiere, Final Cut, or iMovie)
- Detail oriented and highly organized
- Ability to balance multiple projects with conflicting priorities
- Friendly and congenial personality, comfortable being on screen (You'll be helping with vlogs!)
- Video reel/portfolio required.
- Must be located in SF Bay Area (need to commute to in-person events)
- Must be able to commit weekly meetings/1:1s
- No prior industry experience or degree is required but the desire to learn and grow is!

Hours: 10-15 hrs/week

Compensation : \$500 monthly stipend with option to include academic credit, must coordinate with your university's program

CONTENT WRITING INTERN

Responsibilities

- Build your writing portfolio by writing blog posts and newsletters for our various Kultivate Labs programs.
- Brainstorm story ideas that can be developed for our newsletter & blogs-- even social media content!
- Create a content editorial calendar to manage new blog posts.
- Learn more about branding by assisting with crafting the brand voice for new Kultivate Labs programs. Collaborate with the Marketing Manager & Executive Director to help create web and print copy.
- Work with the Marketing Manager to create blog content buckets for Kapwa Gardens, Balay Kreative, and SEED Network.

- Monitor Squarespace blog traffic & Mailchimp Analytics.
- Participating in 1:1s, weekly team huddles, and department meetings.

Requirements

- Interest in digital storytelling, community building, social justice, art, and Filipino-American culture
- Ability to work independently, proactive worker – internship is fully remote!
- Impeccable writing, editing, and proofreading skills
- Strong research skills
- Strong project management skills, with ability to juggle multiple projects while still working effectively to meet deadlines
- Experience using Microsoft Office and/or the Google Doc tool suite
- Basic SEO knowledge is a plus!
- Creative, out-of-the-box thinker!
- Experience writing for a publication or blog (can be a personal one!)
- Basic knowledge of Squarespace Blogging & MailChimp (you'll be trained!)
- No prior industry experience or degree is required but the desire to learn and grow is!

Hours: 10-15 hrs/week

Compensation : \$500 monthly stipend with option to include academic credit, must coordinate with your university's program

WEB DESIGN INTERN

Responsibilities

- Collaborate with the Marketing Manager & Program leads to ensure our websites are up to date for new events and promotions.
- Brainstorm and A/B test ways to make our websites a better experience for our users
- Collaborate with Content Writing Intern to ensure our blog is running smoothly.
- Assist the Marketing Manager & Executive Director with building landing pages for upcoming events and programs.
- Monitor website traffic & report analytics to better improve our offerings.
- Participating in 1:1s, weekly team huddles, and department meetings.

Requirements

- Ability to work independently, proactive worker – internship is fully remote!
- Excellent project management skills, with ability to juggle multiple projects while still working effectively to meet deadlines
- A+ Team player + strong communicator
- Experience building websites on Squarespace

- Strong sense of aesthetic & attention to detail (let's make our landing pages beautiful & user-friendly!)
- Comfortable using Google Office
- No prior industry experience or degree is required but the desire to learn and grow is!

Hours: 10-15 hrs/week

Compensation : \$500 monthly stipend with option to include academic credit, must coordinate with your university's program