

## **Paid Racing Content Creator Intern (videography and photo)**

Formula KFX / Rotax Racing Club California

Hybrid (Work from Home, Onsite at Sonoma Raceway on Event Days)

Duration: September – December 2025

On race days, the Content Creator Intern will be onsite to capture compelling photos and video footage for the Formula KFX Instagram and TikTok accounts. This includes:

- Capturing Drivers' photo at registration so we can properly identify them by their uniform in images.
- Take photos and video of the races for Reels, Stories and TikToks.
- Upload race content to our Google Drive as it happens for the Chief Marketing Officer to access.
- Interview race winners for social and website content.
- Write social media captions.
- Other duties as assigned.

On-Site Race Schedule:

The Content Creator Intern must be able to attend our events at Sonoma Raceway on the following dates:

- Saturday, September 6: 8 a.m. – 4 p.m.
- Saturday, September 20: 8 a.m. – 5 p.m.
- Saturday, October 11: 8 a.m. – 5 p.m.
- Saturday, November 15: 8 a.m. – 5 p.m.
- Sunday, November 16: 8 a.m. – 5 p.m.
- Saturday, December 13: 8 a.m. – 5 p.m.

On work from home days, the Content Creator Intern will:

- Research social media trends for the motorsports industry and trends that resonate with key demographics.
- Create Reels and TikToks from event photos and videos.
- Create Pinterest graphics following brand guidelines.
- Create Reels and TikToks to promote our upcoming events and drive registrations.
- Create Reels and TikToks to promote our apparel and drive sales.
- Research and write SEO blogs to increase our visibility.
- Meet weekly on Zoom with the Chief Marketing Officer at a mutually agreed upon time.
- Other duties as assigned.

Preferred Qualifications

- Experience using Adobe Lightroom to process and export images in a deadline-driven environment.
- Experience creating engaging Reels or TikToks that connect to business goals.
- Familiar with using a gimbal for iPhone/Android.
- Leverage AI for brainstorming content ideas, but able to write original content. We do not have AI write our website copy.
- Understanding of basic photography and videography principles.

### Minimum Requirements

- Must be available for ALL our events at Sonoma Raceway.
- Must know Microsoft Word.
- Excellent communication skills and knowledge of AP Style.
- Strong attention to detail, with emphasis on submitting work without factual errors.
- Ability to take direction and process constructive feedback.
- Intern must provide their own transportation to and from our events.
- Intern must have access to a high-quality camera phone to capture images and video for social media or have their own DSLR.
- Intern must have reliable internet access, a laptop and access to photo and video editing tools.
- Intern must be enrolled in an accredited university pursuing a degree in journalism, communications, marketing, photography or related field. Recent graduates who have earned a communications, marketing, photography or related degree within the last 6 months also are encouraged to apply.
- Intern must be authorized to work in the U.S. We do not offer any sponsorship.

### Compensation

\$16 per hour

### Work Schedule

Time Commitment: 45 to 90 hours during the fall semester, depending on the intern's requirements to receive academic credit.

Race Days take place on specific weekends (September 6, September 20, October 11, November 15, November 16 and December 13). Work from Home hours will be set with the CMO based on the intern's class schedule and Formula KFX project deadlines.

The Intern and CMO will meet briefly at the beginning and end of each Work from Home shift to discuss the progress of assignments.

### Evaluation

The CMO will conduct a midterm and final performance evaluation for the intern, as well as follow any evaluation requirements set forth by the intern's university.

### Job Perks

You will be personally mentored by the Chief Marketing Officer, who has 25 years of professional experience in marketing, media relations, communications and entrepreneurship in industries such as collegiate sports, higher education, consulting, DTC and motorsports.

The CMO's previous interns have landed full-time roles at agencies, in-house brands, nonprofits, professional sports teams and universities, giving successful interns connections at a variety of organizations.

The intern will receive résumé and portfolio critique at the end of the internship by the CMO.

### Interview Process

The CMO will review all applications and schedule a Zoom interview with the semi-finalists. Finalists will have a second interview with the CEO and CMO on Zoom. A decision will be made prior to September 4, 2025.

To apply:

1. Fill out the [application form](https://getformly.app/lQp8li).(https://getformly.app/lQp8li)
2. Upload your cover letter and résumé to the online application.
3. Submit a portfolio (either website, Google Slides or PDF).

Applications submitted without a portfolio will not be considered.

If you have any questions, please contact:

Michele Dye, M.A.

Chief Marketing Officer of Formula KFX

[mdye@formulakfx.com](mailto:mdye@formulakfx.com)

Applications are due August 28, 2025