



## UNPAID INTERNSHIP: FARMERS MARKET SOCIAL MEDIA INTERN

*Growing Hope encourages people of color and individuals who possess an in-depth understanding of poverty or economic hardship to apply. We welcome a diverse pool of applicants and make employment decisions on the basis of merit. We do not discriminate potential employees based on race, creed, age, physical ability, national origin, sex, gender identity, sexual orientation or marital status. Accommodations will be made so that the application process and position is made accessible for qualified applicants.*

### **Position Description:**

The Social Media Intern(s) will work with the Ypsilanti Farmers Market team to coordinate and execute the social media strategy for the Ypsilanti Farmers Markets. Interns will create and schedule logistical, educational, and inspirational content for the Ypsilanti Farmers Markets Facebook and Instagram accounts. This intern will work under the supervision of and report to the Farmers Market & Nutrition Manager.

### **Tasks include:**

- Perform research to find articles, stories, resources or other relevant content
- Repurpose content from other sources for our own social media channels
- Post to YFM Facebook and Instagram accounts (under supervision) according to the social media strategy.
- Create engaging, clear, and concise social media content that aligns with the current social media voice and tone of Growing Hope and YFM social media pages.
- Take photographs and short videos at the Ypsilanti Farmers Markets
- Assist in managing and organizing Growing Hope's Flickr account

### **Qualifications:**

- Good written, interpersonal and verbal communication skills
- Creative self-starter that is comfortable both taking initiative and working in collaboration
- An interest in marketing, social media, or communications
- Proficient with social media tools (Facebook, Instagram) and Microsoft Office (Word, Excel, and PowerPoint)
- Experience with basic photo editing and video editing (not a requirement but a plus!)
- Passion for healthy food, interest in food justice and food systems, and a belief that everyone deserve access to healthy food
- A team player who will pitch in for the market set up and take down, and other market needs as they arise.

**Unpaid Availability:** Estimate of hours required is 10-12 hours/wk April-May and 6 hrs/wk June-October. Intern must be able to attend weekly in-person check-ins and attend both the YFM-Downtown on Tuesday and the YFM-Depot Town market 2x/month to gather photo/video content. Market Hours are 3-7pm Tuesdays and 9am-1pm Saturdays.

Content creation can happen remotely primarily from April-May with maintenance throughout the remainder of the season. Additional hours may be added (website maintenance, customer newsletter, or other intern passion project).

**Summer Term:** April 15, 2020-August 31, 2020. Intern applicants who can serve for the Fall Term will be given priority.

**Fall Term:** August 12-October 30, 2020. Indoor Market continues until December 17, 2019. Preference given to someone who can stay on until December. Minimum commitment requirement is **12 weeks**.

**To Apply:** Submit resume or description of relevant experience and two example Facebook posts. Please include a short letter detailing your interest and why you are qualified for this position to [apply@growinghope.net](mailto:apply@growinghope.net). Applications accepted until Sunday March 15th. No formal education is required for this position.

**Examples of Facebook Posts:** Include one educational and one inspirational post example with your application.