



South Shore Productions

What Fuels You: An Electric Road Trip

We film cool people driving change.

www.whatfuelsyouusa.com

Call for Applications: Social Media Intern

Project Introduction

What Fuels You: An Electric Road Trip is an online video series that will be launching from South Shore Productions in partnership with the Center for Responsible Travel (CREST) and the National Wildlife Refuge Association in October 2020. Erika Gilsdorf, the producer and owner of South Shore Productions, will be traveling around the U.S. for one year in a PHEV pulling a tiny house and visiting wildlife refuges and the communities that surround them. The purpose of the series is to share stories of inspiring people and communities tackling the climate crisis and working to protect our natural places for wildlife, human health, and local economic strength.

What Fuels You: An Electric Road Trip is looking for a social media intern to work remotely to assist with social media strategy, outreach, engagements, posts and analytics on social media platforms including Facebook, Instagram and YouTube.

The ideal candidate is an enthusiastic, creative individual who'd like to gain experience working with a variety of sectors including travel, outdoor recreation, nonprofit, government, and corporate. Additionally, the candidate will gain valuable experience working with social media experts from our partnering organizations.

Responsibilities include:

- Strategizing for best reach
- Working with our sponsor and partner social media staff and interns
- Liking, following, and engaging with like-minded organizations, businesses, and individuals to build engagement
- Tracking social media engagement to identify high-performing posts for scalability
- Assisting with boosts and ad placement per strategy and as budget allows
- Developing bi-monthly reports for team to analyze on progress, reach, strengths
- Attend monthly 1- hour meeting with social media team

Qualifications:

- Excellent written and spoken English required
- Advanced proficiency in social media management
- Attentive to detail
- Creative, flexible and organized
- An advocate for climate action, conservation, and preservation of our natural spaces
- A good communicator
- Ability to work with a team and also self-sufficiently

Details:

Requested time commitment is 10 - 15 hours/per week through December 2020 with option to continue through next phases of project. Entire project consists of 4 phases running Oct 2020 - Oct 2021. This internship from South Shore Productions is unpaid, but academic credits can be arranged.

The position is remote and candidates can be from any country as long as they have the full ability to conduct the internship remotely and connect via phone and/or video chats.

Applicants should submit a cover letter, resume, two references (name, position, and contact information), and a short writing sample to erikagilsdorf@gmail.com by Friday, Oct 23rd.

Contact:

Erika Gilsdorf - Producer
What Fuels You: An Electric Road Trip
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