

# Content Creator - Intern

## JOB TITLE

Content Creator - Intern

## PURPOSE

The purpose of this internship is to support, grow and improve LifeCity + Love Your City's social media presence, including that of the Keep It Clean Campaign, Love Your City Awards, events and sponsorships.

## LOCATION

Computer work can be conducted anywhere within the Greater New Orleans Area. The job requires in-person presence and ability to travel within New Orleans. Transportation required.

## AREAS OF RESPONSIBILITY

### 1. CONTENT CREATION

- Develop engaging LifeCity + Love Your City content aligning with our brand and marketing materials across Instagram, Facebook, LinkedIn and TikTok.
- Work with Project Manager to create sponsored content in collaboration with partners and sponsors.
- Maintain a sponsor + partner relationship & content creation schedule as given by Project Manager
- Create original content ideas in line with LifeCity + Love Your City's mission, goals and accomplishments.

- Assist in development of LifeCity + Love Your City's media strategy. Intern will create posts highlighting the work and impact of LifeCity + Love Your City, sponsor and partners.
- Intern will be responsible for integrating LifeCity + Love Your City's recently updated brand design across social media platforms & creating unique branded content.
- Assist with communications including network and sponsor newsletters

## THE APPROACH

- **Organized:** This position requires strong organizational skills to ensure that all deliverables are finalized on time.
- **Empathetic:** We seek for all deliverables to speak to our community. Being warm and empathetic is important to build relationships and understand our company and community's needs.
- **Passionate:** An important aspect of this position is to let your light shine to create inspiring content of our team and community.
- **Willing to learn:** This position requires the ability to take feedback and build on it to meet our company and community's needs.
- **Self starter:** This position requires the ability to work independently on assignments with self-motivated innovation in a start up environment.

## OPPORTUNITY FOR GROWTH

LifeCity is very proud of its internship program. Throughout its history interns have frequently evolved into part of our staff! Following this tradition, this internship is designed to offer a career path to students that wish to engage with the community and impact investment sector.