



# SOCIAL MEDIA INTERN

## JOB DESCRIPTION

**Job Summary:** This position works with the Wisconsin State FFA Convention Public Relations Team and convention managers to assist with development and implementation of the Wisconsin Association of FFA social media and online content for purposes of outreach, marketing and public relations of the Wisconsin State FFA Convention. **Applicants selected for this position will be ineligible to run for state FFA office.**

**Reports to:** WI FFA Public Relation Team Managers

**Term of Position:** End of March– June 2026, 5 - 10 hours weekly in addition to the State FFA Convention, June 15-18, 2026. State FFA Convention attendance is **required**.

### Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. If accommodations are needed in the application process, please email [media@wisconsinffa.org](mailto:media@wisconsinffa.org).

Supporting the Public Relations Team include but not limited to:

- Attend virtual orientation, training, and weekly planning meetings.
- Brand Representation: Uphold the values and brand image of Wisconsin FFA.
- Content Management: Organize and maintain a library of convention photos and videos for future reference, promotional materials, and archival purposes.
- Coordinate with the social media team, workshop presenters, and even organizers to ensure alignment of photography/videography efforts with overall convention goals and messaging.
- Analyze data from posts to increase engagement across platforms
- Produce high-quality and videos that effectively convey the convention experience.
- State update on social media trends, tools, and best practices to suggest innovative strategies for enhancing the convention's social media presence.
- Meet weekly and monthly deadlines for content management.
- Complete a brief review of the intern experience to help Wisconsin Association of FFA improve the Public Relations Team in the future.

### Competencies

- Communication skills
- Knowledge of photography/videography
- Basic computer skills including Microsoft Office, Google Drive, and Canva
- Attention to detail
- Collaboration skills
- Adaptability skills
- Ability to exercise good independent judgement
- Ability to interpret data



- Strong organizational and time management skills
- Strong philosophical adherence to equity, diversity and inclusion

**Required Education and Experience**

- Experiences with content creation and using social media platforms
- Pursuing Post-Secondary Education

**Preferred Education and Experience**

- Design Program Knowledge: Canva (or similar), Photoshop, Illustrator, etc.
- Video content knowledge including creating, editing, captioning, and sharing video content
- Cloud storage and file sharing platform knowledge (Google Drive)

**Supervisory Responsibility**

- Assist in overseeing a group of FFA members selected to serve on the Public Relations Team

**Compensation**

- Lodging and meals will be covered throughout State FFA Convention.
- A stipend will be granted upon successful completion of internship.
- \*Should the intern desire to receive internship credit for this experience, Wisconsin FFA will work with their respective University to ensure credit requirements are met. Expense of the internship credit will be the responsibility of the intern.

**Work Environment**

- This position is remote and requires use of a personal computer or University/Two-Year program provided computer and internet. Travel required to Wisconsin State FFA Convention in June.

**Other Duties as Assigned**

Please note this job description is not designed to contain a comprehensive listing of duties or responsibilities that are required for this role. Duties and responsibilities may change at any time with or without notice.

*The Wisconsin Association of FFA does is an equal opportunity employer. It is our policy to provide equal employment opportunity to all persons regardless basis of sex, race, color, religion, age, national origin, ancestry, creed, pregnancy, marital or parental status, sexual orientation, or physical, mental, emotional, or learning disability. We comply with all federal, state, and local equal employment opportunity regulations.*