



## **Internship Role: Social Media and Outreach**

KPOP-TV's main activities are centered around television but social media and outreach communication are two undeniably important parts of our weekly operations. As an intern under Social Media & Outreach, you will receive training on optimizing our communications with the public, with our viewer base, and with our partners. This combination of hands-on experience and small class-size learning is very valuable to anyone aspiring to work in marketing, social media, or PR.

The best type of person for this role will possess the following qualities and skills:

- Fluency in written English
- An understanding of different voices used in writing (for example formal, salesperson, hype, MZ generation, etc.)
- An understanding of the differences, strengths, and trends of the top social media platforms (YouTube, Instagram, X, TikTok, Facebook)
- Has a high literacy in using computers and mobile phones
- Highly organized
- Adheres closely to instructions
- Takes pride in a job well done

You will work alongside our professional staff and interns who will guide you through weekly projects and be a part of our multi-talented team that helps KPOP-TV produce quality content for the nation. Interns who satisfactorily demonstrate the concepts taught in the program will gain the opportunity to draft their own posts, ideate and spearhead campaigns. This internship is a great opportunity to get feedback on your work, experiment with new strategies, learn from experienced professionals, and create work that will look great in your portfolio.

Weekly duties typically include:

- Attending lessons, team meetings and work sessions every Saturday at our San Francisco headquarters (4-8 hours each week)
- Drafting and posting to social media
- Gathering research, data, and media assets for posts, articles, and campaigns
- Crafting marketing materials for emails or social media campaigns
- Independent work from home (2-8 hours per week)

Our unpaid internships last 6 months and you will be required to come to our headquarters in San Francisco once per week each Saturday.

If you are interested in getting valuable experience in the industry through our internship program, prepare a list of your education and experience (or resumé) as well as a cover letter to introduce yourself, then [visit our application page](#).