



Video Media Intern

Shaping Our Appalachian Region, Inc. (SOAR) is accepting applications for a Video Media Intern. We have a great story to tell, and there is no one better to tell it than us -- those who call Appalachia Kentucky home. We are looking for someone willing to learn; willing to increase our visibility; and committed to creating compelling video content to complement written copywriting highlighting all those working to create a future in Appalachia Kentucky.

This position is open to any high school or college students residing in Kentucky's 54 Appalachian counties.

Position

The Video Media Intern will report directly to the Digital Media Coordinator and will assist in the development and implementation of SOAR's strategic digital communication plan through video content. The successful candidate will work 10-15 hours a week per semester, depending upon course schedules and other considerations. The position will be 100% virtual, and those who complete service will receive a \$1,000 stipend.

Responsibilities

- Contribute to the generation of video media content that engages and informs audience segments
- Work with Digital Media Coordinator to coordinate a strategic video content creation plan
- Work with SOAR team members in:
 - Determining the communications goals for SOAR's key audience segments
 - Increasing SOAR brand awareness across key audiences
 - Incorporating SOAR's vision, mission, and approach in all communication as well as establishing consistent overall messaging and branding
- Ensure all video content reflects SOAR's brand image and a high-level of professionalism



Expectations

- To communicate clearly with passion and respect towards all ideas.
- Work to identify relevant information for all communication platforms.
- Have a willingness to learn and lose. You cannot learn or even win if you are not willing to fail and lose.
- Be a team player. SOAR's work is not about any one of us but all of us working together.
- Speak up and share ideas. We want you to be a part of making us better.
- Promote a spirit and tone of engagement and inclusiveness in all work.
- Show up and bring it every day.

Qualifications

- Passionate about SOAR's mission and impact
- Basic graphic design skills preferred but not required.
- Comfortable prioritizing a variety of key initiatives concurrently
- Self-starter, able to work independently, enjoy creating and implementing new initiatives.
- Maintains high-level and consistent work ethic in working relationships and all work-related duties
- Proficient with Microsoft Office; social media applications including Facebook, Twitter, LinkedIn.

Why SOAR

- **Reputation** – SOAR as an organization has a highly respected track record of getting results across its service region... its credibility is strong
- **Region** – Our region is full of talented, hard-working, energetic, and proven people who are ready to support any and all worthwhile efforts dedicated to increasing economic opportunities now and for future generations
- **Team** – SOAR has a small but energetic team of 11 who show up each and every morning with a burning desire to get real results for Appalachia Kentucky
- **Plan** – SOAR has an audacious goal of getting Last Mile broadband done in Eastern Kentucky in the next 3 years along with working to make Eastern Kentucky be seen as a premier destination for job seekers; capital; and tourists.

SOAR

Our SOAR Culture:

- **Dream Big** – personally and professionally... with our work, no idea is ever too big
- **Work Hard** – our work is challenging but extremely rewarding... it requires an understanding that all team members will get out what they put in
- **Learn Constantly** – SOAR is seen as a thought-leader on rural America with respect to community redevelopment and capacity-building... our team members must always be sharpening their axes through intentional learning and engaged curiosity
- **Enjoy Life** – we seek team members whose outside hobbies and passions rival their excitement and drive for their every day work