



## Content Specialist Intern

Shaping Our Appalachian Region, Inc. (SOAR) is accepting applications for a Content Specialist 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 that loves the art of a story and is willing to tell it in a variety of ways to engage and inspire others. We want someone willing to learn, willing to increase our visibility, and able to use content to complement compelling graphics and video highlighting 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 Content Specialist Intern will report to the Digital Media Coordinator of SOAR to create and identify content that aligns with SOAR's program of work and its Blueprint for the Future of Appalachia. 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 digital media content (website, e-newsletter, social media, annual report) that engages and informs audience segments.
- Work at the direction of the Digital Media Coordinator to use the SOAR Request Form to follow up on content requests made by team members and generate online
- Write content as directed for SOAR email/digital marketing
- Ensure all content reflects SOAR's brand image and a high-level of professionalism.

### Expectations

- To communicate clearly with passion and respect towards all ideas.
- Be willing to dig deep to find the art of the story. We want quality over quantity. Content can inspire the next big idea. That power is in your hands -- or words.
- 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.

# SOAR

## 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.
- Provide some samples of work (written pieces, graphic designs, self-produced videos, blog posts, etc.)

## 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.

## 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