



THE WILDCAT SANCTUARY



Social Media & Photography Internship

Purpose

Help rescued wild cats in need as a photographer and content creator!

This is a 6-month internship with free housing and a \$160/week stipend. Perfect for college students or recent graduates.

Social Media Interns work as content creators for an internationally recognized wild animal sanctuary, The Wildcat Sanctuary in Sandstone, MN. Under the direction of the Communication Specialist, you will take photos and create videos to be used on Facebook, Instagram, TikTok, and YouTube as well as our website, glossy magazine, and fundraising solicitations. Interns will learn about how TWS fundraising efforts help us achieve our goals and further our mission to save more rescued wild cats.

This one-in-a-lifetime opportunity provides free furnished housing in Sandstone, MN and \$160/week stipend. This full-time Internship is six months long and is ideal for college students or recent graduates who are interested in learning about social media management and how to use it to advocate for an important cause.

This internship has a strong focus on learning and understanding social media management as an advocacy and donor engagement tool. Approximately 70% of overall time is spent posting content and responding to comments and messages on our social media channels. Social Media interns with photography experience will spend the remainder of their time documenting our wild cat residents in their natural, free-roaming habitats.

Check out our social media channels to see the kind of content that you'll be helping us create!

- www.facebook.com/wildcatsanctuary
- www.tiktok.com/@wildcatsanctuary
- www.instagram.com/wildcatsanctuary

Responsibilities

Social Media Support (70%)

- **Primary Daily Responsibility:** Support daily management, posting, monitoring, and driving growth of TWS social media channels including Facebook (primary), TikTok, Instagram, and YouTube (over 4 million total followers).
- Write compelling and engaging social media captions. Answer all questions in an informative way that helps our supporters feel that they are part of our rescue team.
- Learn and practice the best ways to remain informed of changes in the algorithm by understanding and monitoring insights and following industry experts.
- Assist with social media coverage on evenings and weekends.



THE WILDCAT SANCTUARY



- Participate in all Intern Education classes in an effort to become fully informed about our mission, cats, and the TWS educational touch points.

Photography/Videography (30%)

- Generate photo and video content to support all fundraising efforts while learning how composition plays an important role in showcasing the Wild At Heart life.
- Document special events like rescues, vet days, volunteer crew days, etc.
- Learn TWS Brand Guidelines to be able to edit and watermark photos for both print and web.
- File and organize all photos/videos within current document retention system.

Required Skills

General

- Strict adherence to all safety rules and protocols
- Ability to take direction well, work independently and be a self-starter
- Understanding of how to work within established brand guidelines
- Physically capable of navigating 40 acres of land on rough terrain, in all four seasons

Social Media Support

- Ability to learn how to generate, edit, publish, and share daily content (original copy, images, video, live posts) that builds meaningful connections to our mission
- Ability to adapt to the “TWS voice” and seek out information that allows you to respond to donor inquiries appropriately

Photography/Videography

- A portfolio that demonstrates thoughtful composition and skilled editing. Nature photography preferred, but not required. Documentary style story telling.
- Come prepared with at least one personal camera and related equipment.
- Familiar with Adobe Creative Suite, Photoshop/Lightroom, Drop Box, Google docs, Outlook, etc.

Additional Details

This internship offers **Free Housing plus a \$160 a week stipend**. Social Media Interns are required to live in TWS housing for the duration of their internship. A car is strongly recommended, but not required. A working cell phone is required. TWS provides two iPhones, iPad, drone, Nikon camera, Production camera, Mac laptop and desktop with Adobe Creative Suite software.

Must be at least 18 years of age. Must be fluent in the English language (verbal and written communication). Must provide your own health insurance.



THE WILDCAT SANCTUARY



6-month Internships are given priority, but 3-month commitments will also be considered. Please indicate your preference in your cover letter.

How to Apply

To apply, you must submit a cover letter, a resume and a link to your portfolio. Please email all 3 items to outreach [at] wildcatsanctuary [dot] org Be sure that your cover letter explains how this opportunity will support you in your career path and why you are the best candidate for the position.

Media Intern Sessions are as follows:

- Spring 2024 Session: March - August 2024. Applications due 2/1/2024
- Summer 2024 Session: June – November 2024. Applications due 5/1/2024

It is expected that TWS Interns will support the mission and values of the Sanctuary. The employer reserves the right to modify, change or add to the duties of this job description at any time. The intern understands and acknowledges that this position is terminable at will at any time by TWS. All donor's names and contact information remain the property of The Wildcat Sanctuary and cannot be taken or used. All graphics, photos, videos and proprietary information remain the property of The Wildcat Sanctuary and cannot be used for other purposes.