

TSD Career & College Readiness Department
Social Media Marketing Internship - Position Description

Position Title:	Social Media Marketing Internship	Employer:	TSD Career & College Readiness Department
Position type:	Internship – 1 available per high school	Career Cluster:	Marketing, Media Arts, Education & Training
Location:	In-person at high school, virtual work, and occasional activities in the community	Paid/Unpaid:	Student will earn a \$500 stipend for the semester stipend which will be paid in two \$250 payments at the midpoint and end of the semester.
Graduation credits:	Student will earn career pathways elective credit 65 hours/semester = .5 credits/semester = 1.0 credits total	Schedule/Hours required:	Approximately 130 total hours during the 25-26 school year. Start: September 2025 End: May 22, 2026
Qualifications and Requirements	<ul style="list-style-type: none"> ● Must be a student in the Thompson School District attending BHS, LHS, MVHS, TVHS, FHS, or TCC. One internship available per school. ● Open to current juniors and seniors, age 16+ ● Must have 1 or more open class periods during fall and spring semester ● Experience with/knowledge of: creating a variety of social media content, social media optimization, and social media trends among students at your school ● Self-motivated student capable of working independently ● Positive attitude, self-starter, willing to learn and gain workplace experience ● Must provide own transportation to occasional events/activities in the community (internship site visits and career events, for example). This position is meant to be hybrid - some work and meetings in person, and some work and meetings done remotely. 		
Application Process:	<ul style="list-style-type: none"> ● Application Deadline: August 31, 2025 ● Request opportunity in Xello and complete online application form/upload resume. Sample of work required. ● Connect with your school’s WBL Specialist for support with application or resume. ● Potential candidates will be contacted via email and phone for an interview – make sure you check your email and voicemail 		
Experience Description			
<p>Program Objectives and Potential Duties & Responsibilities (duties will depend on hours/needs or school and does not constitute an extensive list):</p> <p>The main learning objective for the Career & College Readiness (CCR) Social Media Marketing Internship is to expose the student/intern to the Marketing, Media Arts, and Communication pathways to assist in career planning.</p>			

Our goal as the CCR Department is to increase awareness and utilization of opportunities within CCR by students through student-focused social media marketing.

Internship job duties:

- Create social media content (photos, videos, graphics, etc) related to Career & Technical Education, Concurrent Enrollment (college classes while in high school), Work-Based Learning, and Xello/ICAP. Expectation of 1 post per week.
- Interview and edit video footage/pictures of students at your school that are participating in CTE classes, CTE student organizations (FCCLA, DECA, FBLA, FFA, SkillsUSA, TSA, Robotics, etc), college classes, and work-based learning
- Assist with the design and execution of social media campaigns
- Track social media engagement to identify high-performing ideas
- Establish relationships with staff/students in your school that manage student-facing school-related social media accounts
- As needed, create flyers and slides for TV screens in your school and assist with distribution
- Gain experience using these technologies/platforms: Xello, Canva, Facebook, Instagram, Sendible
- Practice guidelines and utilize various tools related to inclusive design so that content created is in compliance with rules related to social media and accessibility

Training/learning experiences provided:

- Social media-specific training and mentorship will be provided by TSD's Marketing/Social Media Coordinator and will include: FERPA, ethics in social media, accessibility, and social media marketing strategies
- Additional training and support will be provided by the Business Community Coordinator
- Opportunity to shadow other professionals within the TSD Communication team, Career & College Readiness team, and the community

Business/Organization Contact:

Career & College Readiness Department, Learning Services Division, Thompson School District
Susan Scott, Business Community Coordinator: susan.scott@tsd.org 970-541-1232

For resume and application support please contact your school's Work-Based Learning Specialist:

Loveland/Ferguson/TCC: Miranda Kantor, miranda.kantor@tsd.org 970-541-4961
Berthoud/Mountain View/Thompson Valley: Rick Bowles, rick.bowles@tsd.org 970-528-0477