



thecapitalmarketmd.com | thecapitalmarketmd@gmail.com

## **Digital Content Internship**

### **The Capital Market – Capitol Heights, MD**

#### **About The Capital Market**

The Capital Market (TCM) is a farmers' market of curated local produce and artisan products held on the 2nd & 4th Fridays and every Sunday, 12:00pm - 4:00pm June - October. As a community-led market, The Capital Market was created to

- provide healthy, affordable food options to our neighbors in the Capitol Heights neighborhood and surrounding vicinity;
- support the growth of local-businesses and farms owned and operated by people of color;
- advocates for equitable and culturally-aware food systems.

Over the last five years, we have partnered with more than 75 agri-businesses owned and operated by Black, Indigenous, and other people of color in Prince George's County, generating more than \$50,000 of revenue in underutilized and vacant commercial spaces in Prince George's County.

The Capital Market was formed in July 2018. It was led by the Food Justice Coalition of 20743, a joint-partnership between the Capital Area Food Bank and the Prince George's County Food Equity Council. Known then as Oakcrest Farmers Market, our pilot season was held at the Oakcrest Community Center in Capitol Heights supported by Prince George's County Parks and Recreation Department.

#### **Position Description**

The Capital Market of 20743 (TCM) is seeking an experienced, passionate and creative Digital Content Intern to join our team. As a Digital Content Intern you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing and sales efforts. You will be working closely with the market coordinator, farmstand manager, and market organizing team.

Roles and responsibilities will include:

- Develop, implement and manage social media strategy
- Take photographs and videos at both markets.
- Send out weekly e-newsletters about the market

- Check-in volunteers
- Manage and oversee social media content
- Design Social Media Flyers and templates for vendors
- Conduct background research on food access in DC Metro Region

### Location and Hours:

The TCM Market Coordinator will require approximately 10-15 hours per week from May through November. Start and end dates are negotiable. These hours will include:

- Attendance at 30 market days. Markets are held every 2nd and 4th Fridays, and weekly on Sundays, excluding 5th Sundays and other pre-identified days. The Market Coordinator is generally needed on-site by 11:00 am and until 5:00 p.m.
- At least one 1-hour check-in meeting per week to go over fundraising, outreach and marketing, special event planning, and planning for future markets.

### Requirements:

Qualified applicants will exhibit the following characteristics:

- 1-3 years of experience as a Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Familiarity with web design and publishing
- Excellent multitasking skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal, presentation and communication skills

### Compensation

The Digital Content Intern is a contract position which pays \$15 an hour for 10-15 hours a week. Payments are disbursed on a bi-weekly basis.

### How to Apply:

Applicants should submit a cover letter and resume to Ashley Drakeford at [thecapitalmarketmd@gmail.com](mailto:thecapitalmarketmd@gmail.com). Please include "TCM Digital Content Intern" in the subject.

*The Capital Market is committed to being fully inclusive, representing all interests and voices in the process of providing healthy, affordable food to residents and supporting the growth of local businesses owned and operated by people of color. Women, people of color, LGBTQ individuals, and members of other representative groups are strongly encouraged to apply.*