

Social Media Intern

Fresno State Hype Team (Fresno State Esports)

Position Description

Lead our online presence across Instagram, X (Twitter), and TikTok, produce captivating content, engage with our community, and analyze metrics to refine strategies. Collaborate with ambassadors and coordinate content calendars for maximum impact and consistency.

Wage Salary

Unpaid Internship (150 hours max)

Work Availability

15 hours per week / Weekdays • 8 a.m. to 5:00 p.m.

Modality

Hybrid (In-Person and Online)

Positions

One (1)

Qualifications

- Current Fresno State student pursuing a degree in marketing, public relations or related field.
- Effective written and verbal communication suitable for diverse audiences.
- Strong understanding of social media platforms (Instagram, X/Twitter, TikTok).

Responsibilities

- Creating engaging and high-quality content including photos, videos, graphics, and captions.
- Monitoring social media channels, responding to comments, and engaging with the community.
- Managing the content calendar to ensure consistent and timely posting.
- Researching industry trends and staying updated on changes to social media algorithms and best practices.

Compensation

This is an unpaid internship and in order to participate, you must enroll in the appropriate internship course, upon being selected to participate. To enroll, you must contact the appropriate faculty member in your academic department for approval prior to starting the internship. You can also contact Claudia Ceja, University Internship Coordinator, cceja@csufresno.edu or your college's Internship Coordinator for more details about the steps required to obtain academic credit for internship experiences.

To apply, please send a resume and cover letter to esports-graphics@mail.fresnostate.edu