Content & Communications Intern

The Point Intern Program

Position Overview

The Content & Communications Intern will play a key role in shaping and sharing the story of The Point Intern Program. This intern will be responsible for capturing high-quality photo and video content, creating engaging social media posts, producing recap videos, and helping maintain a consistent, professional, and inspiring public image of the program.

This role is ideal for a creative, self-motivated individual who has a strong eye for storytelling, enjoys working with people, and understands how visual content builds connection and community.

Key Responsibilities

Content Creation

- Capture photo and video content during program activities, events, and day-to-day experiences
- Create short-form video content (Reels, TikToks, recap videos, highlights)
- Edit photos and videos for social media and promotional use

Social Media Management

- Assist with planning, drafting, and posting content across social platforms (Instagram, TikTok, etc.)
- Write engaging captions that reflect the mission, values, and tone of the program
- Maintain a consistent visual and brand style

Program Promotion

- Help promote the internship program, events, and milestones through digital content
- Support storytelling that highlights interns, leadership, and program impact
- Assist in developing creative ideas for campaigns and outreach

Brand & Image Support

- Help ensure all public-facing content reflects the professionalism, culture, and values of The Point Intern Program
- Represent the program positively when capturing content and interacting with others

Qualifications

- Interest in social media, communications, marketing, or content creation
- Experience using social media platforms (Instagram, TikTok, etc.)
- Comfortable capturing photo and video on a phone or camera
- Basic video editing skills (CapCut, Adobe Premiere, iMovie, Canva, or similar)

- Strong attention to detail and visual storytelling
- Ability to work independently and manage multiple projects
- Preferred (not required)- at least 1 year of experience as a Point Intern

What You'll Gain
- Paid salary as a full-time intern
- Real-world experience in social media and communications
- A portfolio of published photo and video content
- Hands-on involvement in shaping the public image of a growing program
- Mentorship and professional development opportunities