

Valle Country Fair Volunteer Job Opening

Title: Intern, Social Media Content Developer
Reports to: VCF Communications Committee
Salary: Volunteer
Contact: Tracey Heiss 703-919-9767, vcf.chairs@gmail.com

The role of this position is to develop content for use on social media to (1) promote attendance at the 2021 Valle Country Fair "in real life" and (2) to drive traffic to the ValleCountryFair.org website.

Since it was founded in 1978 by Holy Cross Episcopal Church to raise funds for community outreach, the Valle Country Fair has collected over \$1 million dollars to help High Country families in need.

In 2020, sponsors created an e-Commerce website to host a VIRTUAL Valle Country Fair where supporters could make donations, purchase T-shirts, shop for crafts handmade by the Fair's jury-selected exhibitors, and order homemade consumables like apple butter, jam and baked goods.

Now the Valle Country Fair Publicity Committee is looking for an industrious publicist to create social media content that will fuel interest in the event and encourage the public to return to the Valle Country Fair "in real life" on October 16, 2021.

Essential Functions of this job position:

- Build the VCF presence on Facebook, Instagram and other social media platforms to
 - 1) increase interaction with VCF followers and encourage our followers to share the story of the Valle Country Fair on their social media platforms
 - 2) publicize the in-person Valle Country Fair scheduled for October 16
 - 3) educate followers about things offered for sale on the ValleCountryFair.org website.
- Develop content for the social media marketing campaign, including but not limited to:
 - Collecting information, photographs and/or creating short videos for posts that tell the stories of featured craftspeople and what it means to be an exhibitor at the Valle Country Fair
 - Creating short videos of VCF volunteers making jam, apple butter and baked goods to sell at the Fair and about how fans can pre-order these consumables on ValleCountryFair.org
 - Collecting information, photographs and/or creating short videos for posts that tell the stories of the charities that will benefit from Fair grants in 2021
 - Work with the Entertainment Committee to develop content about the bands and other entertainers that will perform at the Fair.