

NoFo

BREW CO

NoFo Brew Co is a craft beer and spirits brand destined for adventure. With three taprooms across Georgia, find NoFo in Cumming, Gainesville and Cleveland. NoFo beer is also available in distribution across GA, FL and is now in production and distribution in the UK and Ireland.

We are seeking a **Content Creator Intern** to join our team. This role will be a part-time 12-week internship, with about 12.5 hours per week (50 per month) on average. This is a hybrid position with at least one site visit at any location per week (four per month) and at least one site visit at each location per month.

The ideal candidate will be passionate about creativity and content creation. They should be a proactive self-starter with a flair for innovative thinking and adaptability to stay ahead of industry trends. They should be a savant in TikTok, Instagram, Facebook, X and more. Excellent organizational skills are essential for managing content calendars and deadlines, while analytical thinking will drive data-informed decisions to enhance content performance. Additionally, the candidate must be a collaborative team player who embraces feedback and is committed to improvement.

This person must also share our core values of:

- Community
- Hospitality
- Adventurous
- Unique
- Camaraderie

Responsibilities

- **Video Content Creation:** Create and capitalize on trends to release at least one reel and TikTok per week on the primary NoFo brand account. Let your humor shine!
- **Content Strategy:** Collaborate with the Director of Marketing on understanding and implementing the overall NoFo content strategy that aligns with our brand and marketing objectives.
- **Social Content Creation:** Develop, write, and edit high-quality content for all NoFo social channels in the US and internationally, including but not limited to: Instagram, Facebook, X, TikTok, LinkedIn. Look for opportunities to be social first and provide varied content from platform to platform.
- **Content Calendars:** Plan and manage content calendars organization-wide to ensure timely and relevant content delivery. Ensure consistency in brand tone of voice and content pillars. Plan content one month in advance and check weekly to see if changes need to be made. Responsible for content across the US and internationally.
- **Engagement:** Respond to comments and DMs across social media channels. Double check posts to verify accuracy. Actively promote an engaged community. Run contests, challenges, polls, questions and giveaways.
- **Brand and Adventure Content:** Develop and promote content that supports the evolution of our brand from a local brewery focus to a broader adventure brand. Identify and create opportunities

to showcase adventure-related content that aligns with our brand's expansion into this new focus. Look for opportunities to feature our Brand Ambassadors quarterly.

- **Collaboration:** Work closely with internal teams, including design, events, operations, brewing, taproom, etc to produce content that supports NoFo goals and enhances brand messaging. Ensure we are showcasing our team properly across social channels.
- **Analysis:** Monitor and analyze social media content performance using analytics tools. Evaluate key metrics to understand audience engagement, adjust strategies, and report on content effectiveness.
- **Adaptability:** Stay updated on industry trends, emerging technologies, and best practices in content creation and digital marketing. Adjust content strategies based on new insights and feedback. Look for innovative opportunities to explore i.e. NoFo podcast, etc.
- **Organization:** Manage multiple content calendars simultaneously, ensuring deadlines are met and content is consistent with brand guidelines and quality standards.
- **Communication:** Convey content ideas clearly and effectively, both in written and verbal formats. Collaborate with stakeholders to gather insights and feedback for continuous improvement.
- **Special Projects:** Helping hand to any additional social media, content or digital marketing projects with the Director of Marketing, including opportunity to be involved internationally and outside of GA.

Experience

- Strong experience and ability to demonstrate working knowledge of key social media platforms
- 1-2 years of experience in the digital marketing/content creation industry, preferred
- Experience in managing video production and creating engaging multimedia content for YouTube, social media reels, and TikTok
- Strong portfolio showcasing diverse content types, short form videos and successful projects
- Excellent verbal and written communication skills, with the ability to create clear, engaging, and persuasive content
- High level of creativity and innovation, with a strong understanding of current content trends and best practices
- Strong organizational skills, with the ability to manage multiple projects and deadlines effectively
- Adaptability to changing industry trends and feedback, with a proactive approach to problem-solving and content strategy adjustments
- Analytical thinking with experience using content analytics tools to drive data-informed decisions and improve content performance

Key Results Areas

- Great content across all NoFo social channels globally
- Hit engagement KPIs across all NoFo social channels
- You are coachable, a team player and willing to learn and grow
- You are developing and executing on new creative concepts and opportunities for the brewery
- You are growing the brand awareness of NoFo Brew Co through your content marketing efforts

Reporting

- This role will report to the Director of Marketing

Compensation & Benefits

- Starting hourly compensation \$15 / hour

- Free beer and cocktails!

Equal Opportunity

- NoFo Brew Co is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.