



Social Media Intern
Remote + On-Site Opportunity

Location: Remote. or on-site in La Petite Marché, France

Duration: March – June, with possibility of extending

Time Commitment: 10/week

About Root&Rise: Root&Rise is an adult summer camp for women and nonbinary people, centering intentional community. The camp offers a blend of arts and crafts, creative workshops, gentle outdoor activities, games, bonfires, and communal meals. Days at Root&Rise are intentionally flexible, allowing campers to design their own experience — whether through yoga, cooking classes, art-making, play, or quiet time in nature. Root&Rise creates an affirming environment where participants can show up authentically, connect deeply, and experience rest, joy, and creative renewal.

We are in our inaugural season. We are building belief before the full visual story exists. This is a rare opportunity to help shape the voice and presence of something from the ground up.

About the Role

We are seeking a thoughtful, creative, and strategic Social Media Intern to help grow the Root&Rise digital presence during our critical launch and registration period.

This role is ideal for someone who understands that social media is not just aesthetics — it is storytelling, trust-building, and conversion.

The intern will help us:

- Drive camp registrations
- Communicate our values clearly
- Build emotional connection before campers arrive
- Document and amplify the first magical season

This is not a passive content role. It is a growth role.



Responsibilities

- Develop and execute a consistent content calendar across Instagram (primary platform) and secondary channels as needed
- Create engaging posts, reels, and stories aligned with Root&Rise's tone and visual identity
- Assist in managing content
- Assist in crafting messaging that drives registration conversions
- Monitor engagement and respond to community interactions
- Collaborate with leadership to clarify weekly priorities and messaging themes
- Help develop influencer outreach strategy (pre- and post-launch)
- Capture content on-site during camp sessions (if available to travel to France)

What We're Looking For

- Comfort with Instagram Reels, short-form video, and storytelling formats
- Basic graphic design ability (Canva or similar tools)
- Strategic thinker — not just content posting, but growth-oriented
- Ability to work independently and meet weekly content goals
- Deep alignment with Root&Rise values: rest, play, kindness, authenticity
- Understanding of community-based brands and experiential businesses

Bonus:

- Experience growing an account organically
- Familiarity with launch campaigns or retreat/camp brands
- Photography or video editing skills

Compensation & Benefits

- Stipend \$300/ month
- Flexible remote work structure
- Potential on-site experience, live-at the Château option
- Free week of summer camp!
- Direct mentorship in startup growth and brand-building
- Opportunity to shape the founding season of a values-driven international retreat brand



This role offers meaningful responsibility and creative ownership.

A Note on Expectations

We hope this role delivers 3 strong videos per week, working with the comms director and the social media team.

This role requires clarity, execution, and consistency.

We believe in boundaries and sustainability — and we also believe in excellence.

- TikTok: [_rootandrise_](#)
- Instagram: [_rootandrise_](#)

To Apply:

Please send:

- Resume
- Short cover letter explaining why Root&Rise resonates with you
- 3 examples of social content you've created (or links to accounts you've managed)

Send materials to: [**gather@rootandrise.com**](mailto:gather@rootandrise.com)