



## Content Curator

### **Content Curator Internship – Nashville Market**

*Location: Nashville, TN (Hybrid/Flexible Schedule)*

*Internship Type: Paid or for Credit (Customizable)*

*Reporting to: Content Marketing Strategist / CEO*

We're seeking a motivated and self-driven **Content Curator** to help us capture local content for our Nashville-based clients. You'll receive a monthly shot sheet and be responsible for scheduling and gathering photo and video content around Middle Tennessee. You'll have the flexibility to complete assignments on your own time while gaining hands-on experience in marketing, content strategy, and visual storytelling.

This internship is perfect for someone interested in marketing, media, journalism, communications, or content creation and wants to build a portfolio in the process.

### **ABOUT GREEN APPLE STRATEGY**

Green Apple Strategy is a Nashville-based strategic marketing agency founded in 2012. We help businesses discover and share their stories by developing and implementing comprehensive marketing strategies that include digital marketing, content marketing, event management, advertising, and public relations. Every business depends on marketing, in varying forms, to generate revenue. Our work is meaningful because of the holistic approach we take to help entrepreneurs and business owners change the framework in which they consider marketing, from a burdensome obligation, often addressed reluctantly, to a desirable, habitual practice in creative storytelling that is mutually beneficial to our clients, their customers, and their communities.

### **RESPONSIBILITIES**

- Review and execute a monthly shot list and content capture plan.
- Schedule and conduct on-site photo and video shoots at client or community locations.

- Capture engaging, high-quality imagery and short-form videos optimized for social media.
- Upload raw content and organize files for the Green Apple Strategy team to use in marketing campaigns.
- Collaborate with our team to brainstorm content ideas that align with client goals.
- Maintain clear communication with your supervisor and the Client Relations team regarding deadlines, scheduling, and creative direction to ensure a smooth workflow.

## **QUALIFICATIONS**

- Currently pursuing a degree in marketing, media, communications, journalism, or a related field (or equivalent experience).
- Strong interest in photography, videography, and social media content.
- Ability to work independently, meet deadlines, and stay organized.
- Reliable transportation to travel to shoot locations around Nashville.
  - Mileage will be reimbursed at the state reimbursement rate, and a mileage report should be turned in weekly.
- Experience with mobile or DSLR photo/video equipment is a plus, but not required.
- Familiarity with Instagram Reels and TikTok is a bonus.

## **TIME COMMITMENT**

- Up to 5–10 hours per week (flexible around your class or work schedule).
- Ideal commitment of 3–6 months

## **WHAT YOU'LL GAIN**

- Real-world marketing and content creation experience.
- Portfolio of work for future job applications.

- Exposure to how an agency operates and collaborates with clients.
- Network connections in Nashville's marketing and business community.
- Strong letter of recommendation for top performers.

## **WORK ENVIRONMENT**

The Green Apple team operates under a virtual workplace model. Green Apple has a collaborative workspace located at Nashville Yards, 21 Platform Way South, 14th Floor, Nashville, Tennessee, which enables team members to work together in an open-office environment, host brainstorming sessions, and schedule client meetings. Green Apple team members are welcome to work from home as much or as little as they desire. Occasionally, team members will be asked to be at the office for meetings or to meet in person with clients at other locations. The Green Apple team holds periodic scheduled in-person team meetings and outings, as well as regular Zoom huddles. This position reports to the CEO.

## **COMPENSATION**

This is an internship that can be either an hourly position or used for credit.

## **TO APPLY**

Send your resume and 2–3 examples of visual content you've created (photos, social posts, or videos) to [samantha@greenapplestrategy.com](mailto:samantha@greenapplestrategy.com). Let us know why this role excites you and how you'd bring a creative lens to the Nashville market.