

Position Summary

The Booker campaign is seeking a creative, organized, and enthusiastic Digital Intern to support our digital communications program. This role is ideal for someone interested in political communications, social media, digital organizing, content creation, or progressive campaigns.

The Digital Intern will work closely with the Digital team to help create engaging content, monitor online conversations, maintain digital assets, and share the campaign's message across platforms. This internship will provide hands-on experience with the day-to-day operation of a statewide political campaign.

This unpaid internship is designed for current college students seeking academic credit and hands-on experience in political communications and digital campaigning. Applicants are responsible for confirming their eligibility and credit requirements with their college or university before applying.

Responsibilities

- Assist with drafting and scheduling content for Instagram, Facebook, X, Threads, TikTok, and other digital platforms
- Identify timely social media trends, news moments, and opportunities for rapid-response content
- Support the creation of graphics, short-form videos, captions, and other digital materials
- Clip, caption, and format campaign footage for social media
- Monitor social media platforms and flag relevant news, conversations, and engagement opportunities
- Help maintain the campaign's content calendar and digital asset library
- Track basic social media performance and assist with compiling analytics reports
- Support digital coverage of campaign events, including capturing photos and vertical video when needed
- Conduct research to support policy, opponent, and rapid-response content
- Help ensure content is accurate, accessible, and consistent with the campaign's voice
- Complete other digital and communications projects as assigned

Qualifications

- Strong writing, proofreading, and communication skills
- Familiarity with major social media platforms and current digital trends
- An interest in politics, public service, communications, or community organizing
- Ability to manage multiple assignments and meet deadlines in a fast-paced environment
- Good judgment and attention to detail
- A collaborative attitude and willingness to learn

Booker for the Commonwealth Digital Intern

- Commitment to the campaign's values and to improving the lives of working Kentuckians

Experience with Canva, CapCut, Adobe Creative Suite, photography, video editing, or social media analytics is helpful but not required. Campaign experience is not required.

What You'll Learn

- How a statewide campaign develops and executes a digital strategy
- How to create platform-specific political content
- How digital teams respond to breaking news and emerging narratives
- How campaigns use analytics to evaluate and improve content
- How digital communications support organizing, fundraising, and voter engagement

How to Apply

Please send your résumé and a brief statement explaining your interest in the position to danae@charlesbooker.org with the subject line “**Digital Intern Application – [Your Name].**”

Applicants may also submit up to three relevant work samples, including social media posts, graphics, videos, photography, or writing samples. Work samples are encouraged but not required.