

SONOMA STAYS

(707) 203-2600 | info@sonoma-stays.com | TheSonomaStays.com

Social Media & Content Intern

Sonoma Stays | Wine Country & Northern California Coastal Markets

Part-Time | Entry-Level | Paid Internship Preferred

Who We Are

Sonoma Stays manages luxury vacation homes throughout Napa, Sonoma, and select Northern California coastal markets. We work with second-home owners who care deeply about their homes — and we manage them with discipline, attention to detail, and long-term stewardship in mind.

Our brand reflects refined hospitality, local expertise, and thoughtful presentation. Social media is one of the ways we show both guests and homeowners the level of care we bring to every property.

The Role

We are looking for a creative, motivated Social Media & Content Intern to help us tell our story.

This is an **entry-level position** — you do not need to have years of experience. What matters most is your eye for detail, willingness to learn, and interest in elevated brand storytelling.

You will work directly with our leadership team, CMO, and marketing team in a collaborative environment where ideas are welcome and guidance is provided.

You won't just be "posting content." You'll help shape how a luxury hospitality brand presents itself.

What You'll Be Doing

Content Creation

- Capture short-form video (Reels, Stories, walkthroughs) in luxury homes
- Photograph design details, views, and lifestyle moments
- Film behind-the-scenes operations that show professionalism and care
- Assist with editing video and preparing content for posting

Brand Collaboration

- Work alongside our CMO to align content with brand pillars
- Help maintain a consistent visual and messaging style
- Participate in brainstorming sessions for campaigns and content ideas

Who This Is Great For

- Marketing, Communications, Media, or Business students
- Students interested in luxury branding, hospitality, or real estate
- Creatives who enjoy photography or short-form video
- Someone organized, reliable, and comfortable working in professional environments

Experience with editing apps (CapCut, Canva, Adobe, Final Cut, etc.) is helpful — but not required. We will guide you through our process.

Social Media Support

- Assist with planning a weekly content calendar
- Draft captions (with guidance and editing support)
- Help monitor engagement and performance

What Makes This Different

You'll gain exposure to:

- Luxury home marketing
- Real estate & hospitality branding
- Professional content production
- Strategic marketing conversations
- Direct collaboration with executive leadership

This is an opportunity to build a polished portfolio with real-world, high-end content.

Time Commitment

- 10–20 hours per week
- Flexible schedule
- Some on-site filming in Napa / Sonoma / coastal markets

Compensation

Paid internship preferred (hourly or stipend). Academic credit available if needed.

How to Apply

Please send:

- Resume
- Any social media or content samples (even personal projects are fine)
- A short note explaining why this opportunity interests you

Email: jason@sonoma-stays.com