



## **REMOTE MARKETING INTERN - Summer 2024**

Start Date: May 13, 2024 (open to negotiation)

End Date: August 30, 2024

- \$15/hr
- 16 weeks; 15 hours a week
- Work schedule is flexible, but must be available for at least half of the hours between Mon. to Fri. from 9:30am to 5:30pm EST.

The National Dance Education Organization (NDEO) is seeking a highly motivated Remote Marketing Intern to join our team. This internship will provide the opportunity to gain hands-on experience in nonprofit marketing and promotion while supporting the NDEO staff in planning and executing successful campaigns. The ideal candidate will have a strong interest in marketing, excellent communication and organizational skills, and be willing to learn and take on new challenges.

The **National Dance Education Organization (NDEO)** is a non-profit, membership organization dedicated to advancing dance education for all. NDEO provides the dance artist, educator and administrator a network of resources and support, a base for advocacy and research, and access to professional development opportunities that focus on the importance of dance in the human experience. You will find NDEO members in a variety of environments including, but not limited to, dance studios, K-12 schools, colleges, performing arts organizations, and community centers.

A marketing internship with the National Dance Education Organization is an ideal way to not only gain skills and experience developing marketing projects in a nonprofit organization but will also allow you to be involved with the field of dance education at the top level. NDEO's programs and services impact thousands of dance teachers across the country, and each student in the classroom of an NDEO member reaps the benefits.

This part-time (15 hrs/week) remote internship will be crafted around the selected candidate's skills, experience, and desired areas for growth. The Marketing Intern will be exposed to all general marketing including social media and email marketing campaigns, forum announcements, and website content. The Marketing Intern will also work with the NDEO Marketing Team to craft one or more unique marketing projects that the Intern will take primary ownership of. Projects will be developed based on the individual's skills and desired learning areas, and will center around one or more of the following areas:

- Social Media Marketing
- Search Engine Optimization (SEO)
- Email Funnels
- Google Ads
- Facebook Ads

The Remote Marketing Intern will also be invited to sit in on several NDEO staff meetings and marketing team meetings to gain a comprehensive understanding of the National Dance Education Organization and its impact on the field of dance education as a whole.

## **SKILLS AND QUALIFICATIONS**

### **Required Knowledge, Skills and/or Abilities**

- Excellent verbal and written communication skills
- Ability to get up to speed quickly and work independently and proactively
- Positive attitude and team player
- Ability to work autonomously and use critical thinking to problem solve
- Excellent time management skills
- Proficient in Google Drive, Zoom, Microsoft Office Suite

### **Additional Knowledge, Skills and/or Abilities**

As this unique marketing internship opportunity will be crafted to the individual's experience and skills, we encourage applicants with experience in ANY of the following areas to apply:

- Experience creating and managing Google Ads
- Experience with Facebook Ads Manager
- Basic Search Engine Optimization (SEO) knowledge and experience.
- Social media content creation experience including Facebook, Instagram, Twitter, or LinkedIn
- Experience creating Instagram reels, posts, and stories
- Familiarity with Canva and other design tools
- Strong content writing skills and experience writing for email marketing campaigns, blogs, website content pages, or social media posts
- Knowledge of social media reporting platforms
- Experience creating email marketing campaigns
- Experience with lead generation and conversion using email automation campaigns
- Experience with Constant Contact, Formsite, Basecamp, Later, or Slack

### **EDUCATION AND/OR EXPERIENCE**

- The most qualified candidate will be currently enrolled in, or a recent graduate of a college or university pursuing a major or minor degree in Communications, Public Relations, Marketing or related discipline.
- Preference will be give to junior or senior college students
- Preference will be given to those with experience in and a passion for dance and dance education.

### **APPLICATION**

To apply, please complete [the application form](#) and upload your resume, cover letter, and marketing, communications or social media examples, and any additional evidence of marketing experience.

All applicants must be U.S citizens and at least 18 years of age. We will consider applicants regardless of where they reside, but applicants residing in DC, MD, and VA are especially encouraged to apply.

Questions? Email Melissa Greenblatt at [mgreenblatt@ndeo.org](mailto:mgreenblatt@ndeo.org).