

Tuesday, November 24, 2020

Booking Dance Social Media INTERNSHIP - Winter 2020/2021

Company: Jodi Kaplan & Associates

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Jaqlin Medlock Photography

December 2020/January 2021 – internship available for 8 weeks, 3 days / 24 hours a week

Jodi Kaplan & Associates / Booking Dance is seeking self-motivated, reliable, organized and enthusiastic individuals to join Jodi Kaplan & Associates as a winter social media intern for the months of December 2020/January 2021. Jodi Kaplan's boutique agency represents and books dance companies and theatrical productions on domestic and international tours and is currently producing the 2021 Booking Dance Festival in addition to repositioning artists for Pandemic Programming for the upcoming year.

As an intern, you will gain valuable experience in social media marketing with marketing manager Andrea Palesh who has extensive accomplishments working with companies large and small, both in-house and in agencies, with executing digital marketing campaigns and initiatives. Additionally, you gain arts administration experience through Jodi Kaplan's process of producing the Booking Dance Festival.

Responsibilities for this role will be varied – interns will assist in curating and creating social media content, following the marketing calendar to strategically post to social media networks, engaging with fans and followers of the Booking Dance Festival social media accounts, reporting analytics to marketing manager, participating in weekly marketing conference calls, and tackling other general administrative duties. Work will be virtual but closely monitored for a strong interactive component with room for growth and development.

Depending on experience and interest, interns will primarily focus on maintaining one or two social media platforms in conjunction with the marketing manager. A combination is possible depending on the skillset.

- Facebook
- Instagram
- Twitter

Requirements:

- Bachelors Degree secured or expected
- Graduate Degrees warmly welcomed
- Proficiency with Mac (position dependent)
- Proficiency in social media platforms: Facebook, Instagram, and Twitter
- Interest in dance
- Email professionalism
- Copywriting/proofreading skills
- Organizational skills

Preferred:

- Professionals in Dance
- Experience in an arts administration environment
- Experience managing a social media account for a business

- Proficiency with Adobe Creative Cloud ideal, but not a requirement
- College credit available

For more information on Jodi Kaplan & Associates, please visit: www.bookingdance.com.

Please send a resume and a letter of introduction to festivals@bookingdance.com

SUMMER 2020 VIRTUAL INTERNSHIP – FEEDBACK:

"I wanted to say a big thank you for these past few months. I have so enjoyed the opportunity to work closely with you and to learn so much from you. I am sure that I will be reflecting on and using the knowledge I have gained for years to come. Thank you for taking the time to teach me and for giving me so many different responsibilities. It was the best possible internship experience I could have envisioned in such strange times. I am eager to see how all of these projects, workshops, festivals, and more come to fruition..."

- Stella Ji, UC Berkeley Graduate

Jodi Kaplan & Associates
www.bookingdance.com

For more information:
Andrea Palesh
festivals@bookingdance.com

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