

Thursday, February 13, 2014

Video Campaign (NEW YORKERS FOR DANCE) Internship

Milena Luna, mluna@dancenyc.org

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Title: Video Campaign (NEW YORKERS FOR DANCE) Internship

Location: New York City

Reports to: Executive Director

Status: Non-exempt; 3 to 6 months, starting date and hours (10-20) negotiable, but at minimum, March 15-June 15

Dance/NYC's (www.dancenyc.org) mission is to promote and encourage the knowledge, appreciation, practice, and performance of dance in the metropolitan area. The organization achieves this mission through three core program areas: public engagement/education, research, and convening/professional development.

It seeks an intern to support the administration of its NEW YORKERS FOR DANCE video campaign, spotlighting why dance matters to the City—its creativity, education, neighborhoods, and economy. For more, visit [YouTube.com/DanceNYCorg](https://www.youtube.com/DanceNYCorg) and also read, "[Bringing New York City Dance Into the Limelight](#)."

Duties and Responsibilities

Support the scheduling and coordination of at least five filming sessions, in spring 2014, one in each borough, with the goal of creating 5-10 videos each;

Liaise with and help identify key borough-specific statements and additional assets for inclusion in borough-specific mini-series, for example, research data;

Coordinate with videographer, designer, and other outside professionals as necessary;

Work with the Executive Director and Communications and Development Associate to develop and execute a marketing and communications plan;

Work with Executive Director and Programs Manager to develop appropriate field convening associated with campaign, including the possible release of a Lower Manhattan for Dance series in May/June, and a Town Hall;

Work with Executive Director to develop a learning framework to gauge the success of the campaign, disseminate a survey, and aggregate findings;

Manage repository of new video assets, including key messaging;

Lead social media efforts around NEW YORKERS FOR DANCE campaign for duration of internship;

Copy-edit and draft external communications as necessary;

Participate in advocacy and other meetings associated with the release of the videos, with a focus on making the case for City funding for FY 2015;

Coordinate paid advertising for the campaign as resources permit; and

Support the production of fundraising material associated with the campaign, and provide additional support to Executive Director as needed.

Qualifications

The ideal candidate will have relevant prior marketing and communications experience and be adept in the use of YouTube.com and social media, especially Twitter. Strong communication and writing skills required. Video editing and design skills highly desirable. S/he will be methodical and detail oriented, with excellent planning and time management skills, and able to demonstrate leadership in setting and meeting deadlines. S/he will be versed in the arts and culture landscape.

Compensation is hourly (\$10-18) and based on experience. Dance/NYC is an equal opportunity employer.

To apply, please send a cover letter, resume, compensation requirements, and references by e-mail to Milena Luna at mluna@dancenyc.org. The position is open until filled, but preference will be given to those candidates who apply on or before Monday, March 3, 2014.

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[< back](#)

[previous listing](#) • [next listing](#)