

Thursday, December 11, 2014

Video Campaign (NEW YORKERS FOR DANCE) Internship

Company: Dance/NYC

Location: New York, NY

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

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Title: Video Campaign (NEW YORKERS FOR DANCE) Internship

Location: New York City

Reports to: Executive Director (TBD)

Status: 3 to 5 months, starting date and hours (10-20) negotiable, but at minimum starting January 2015 (ideally, January 2, 2015)

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 read, "Bringing New York City Dance Into the Limelight."

Duties and Responsibilities

- Support the scheduling and coordination of 1-3 filming sessions, in winter/spring 2015, in Upper Manhattan, with the goal of creating 10 videos each;
- Liaise with and help identify key Upper Manhattan-specific statements and additional assets for inclusion in Upper Manhattan-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, Programs Manager, and Development Associate to develop appropriate field convening associated with campaign, including a May 19 release event at Ballet Hispanico;
- 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;
- Support 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 2016;
- Coordinate paid advertising for the campaign as resources permit; and
- Identify sponsor prospects and support the production of fundraising material associated with the campaign;
- Provide additional support to Dance/NYC staff as needed.

Qualifications

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

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