

Wednesday, January 13, 2016

## Social Media Intern

Company: NYC Bhangra Dance Company  
Location: New York, NY  
Compensation: TBD

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Starting date: Immediately

Time commitment: 15-20 hrs per week, flexible hours

### Company Overview

We are a dance arts organization in New York City. We specialize in teaching Indian dance styles and performing at different types of public and private events. We believe in celebration through dance with energetic, colorful and beautifully put together performances. We promote Indian culture by organizing key events in New York which attract over ten thousand people from different states.

### General Description

We are looking for a reliable and motivated individual to handle social media activities, tracking, and campaigning with a creative and diligent approach. The Social media intern would work with our team to enhance the company's brand image online and further our mission of increasing cultural awareness of Indian dance and festivals in New York. She/he would assist in creating material for promotions and online marketing and disseminating information about the company's offerings and event. The intern would help keep track of the effectiveness of the various campaigns. An interest in arts, culture and dance is required with a spark of creativity. This is an excellent opportunity to work in a vibrant environment with a potential to expand creative thought and use it to advance your career in this field. The role can provide a very good platform for individuals who want to make a career in digital marketing and social media engineering.

### Duties

- Design and create material for promotion of company's services
- Create original, attractive posts for social media channels and share them on a regular basis
- Interact with the company's followers on social media channels to engage with them and provide them information
- Create, manage and track campaigns on Facebook, test their effectiveness using keyword analysis, a/b testing and other analytics tools
- Collect and organize pictures and videos of the company's performances, rehearsals and events
- Edit pictures and videos to use them for promotions on social media channels
- Manage the company's listings on events and news/PR websites
- The intern would help keep track of the effectiveness of the various campaigns

### Qualifications

- Bachelor degree required
- Excellent communication/presentation skills, both written and verbal
- Strong computer skills and proficiency in MS Excel, MS Word, Email
- Presentable with a confident personality
- An interest in the dance and performing arts and community development
- Familiarity with photo editing (Photoshop, Illustrator) and video editing (iMovie, etc)
- Familiarity and experience with all major social media channels

### Skills

- Experience in leveraging social media to engage and connect with a large audience
- Should display creativity and resourcefulness in work
- Should understand the dynamics of online marketing, promo
- Must have excellent interpersonal skills, have a friendly personality and be able to work with people from different -backgrounds
- Should have quick turnaround and value timely follow ups
- Attitude for getting the job done and strong problem solving skills required
- Should have an excellent time management approach while accomplishing goals in parallel
- Must demonstrate innovative and persistent research skills, both online and offline
- Should be flexible with timing and work hours and be open to travelling outside the city at short notice

### Benefits

- Invaluable knowledge and experience working for one of the best dance companies on the East Coast
- Strong exposure working in NYC, the dance capital of the world
- Connections and relationships with the local and international dance/marketing community
- Gain or improve skills in social media outreach, creative thinking and digital marketing techniques
- Personal recommendation letters
- Daily allowance

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