

Monday, December 27, 2021

MorDance Seeks Social Media Intern

Company: MorDance
Compensation: Unpaid Internship

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Kelsey Campbell

Who We Are:

Founded in January 2013, MorDance is a New York based and female-led ballet company that employs movement principles of athleticism and grace to create new works that push the boundaries of both classical and contemporary movement. Prestigious and sophisticated, the company's mission is rooted in the commitment to modernize and innovate the ballet landscape through providing high-level and accessible performances for all audiences. MorDance is a company of distinction and excellence in the community, providing opportunities for female leadership and collaboration, while maintaining a robust and widespread schedule of performing arts outreach programming designed to empower youth in the community who do not have open access to performing arts. With a firm belief that high quality ballet performances should be available to all audiences in all communities, their work breaks down barriers of movement, social, and gender-based inequalities in dance and cultivates an empowered environment for artistic expression and exploration. Heralded by The New York Times as having, "an eye for shaping the arc of a dance as carefully as the transitions and details within it," MorDance has utilized collaborations between dancers, composers, musicians and production design elements to present inventive works on stages throughout New York City, at residencies with the CUNY Dance Initiative and Kaatsbaan International Dance Center, and celebrated at the Sounds of the City, Dance at Socrates, Counterpointe, and Battery Dance Festival.

Key Responsibilities:

Social media intern will work closely with the MorDance marketing team to tackle the following:

Assist with the design and execution of social media campaigns

Create weekly and monthly editorial calendars to promote company brands on various social media websites

Create and distribute content such as blogs, infographics, videos and press releases on social media and traditional news outlets

Track social media engagement to identify high-performing ideas and campaigns for scalability

Support marketing team at live and online events

Preferred Qualifications & Requirements:

High school diploma or equivalent (associate or bachelor's degree in marketing a plus)

One or more years of relevant work experience in social media marketing or related role

Proven knowledge and experience in the fundamentals of classical marketing

Demonstrated understanding of social media platforms, their unique audiences and how to use them to maximize branding and marketing efforts

In-depth knowledge of analytics software, content management systems and SEO tools

Knowledge of Facebook's advertising platform is required

Exceptional verbal and written communication skills

Familiar with squarespace web page design and publishing

Familiar with Canva design and editing software

Outstanding organizational skills including impeccable attention to detail, time management, and a strong sense of personal accountability

Proactive approach to problem-solving and strong common sense-based decision making skills. Able to work independently, using good judgement and resourcefulness

High professional and ethical standards

Knowledge of and passion for dance and the arts preferred

Writing and editing skills

Available to work approximately 5 hours per week

Ability to work under tight deadlines

Hours:

The MorDance Social Media Intern will be expected to work approximately 5 hours per week. This is an unpaid internship position designed to help students learn and gain experience.

Application:

Interested applicants should send a resume and cover letter that includes estimated days and times you will be available to work to: morgan@mordance.org with "MorDance Social Media" as the subject.

MorDance
www.mordance.org

For more information:
Morgan McEwen
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