

Silkroad Internship Description

Title: Social Media Intern

Status: Part-Time (10 hours per week)

Compensation: \$17.50 per hour

Reports to: Education Programs Manager

Purpose: The Silkroad Internship Program is a five-month professional development experience designed to prepare emerging arts professionals of color with fluency in non-profit arts administration and leadership. The Silkroad Social Media Intern will work closely with the Education Programs Manager and marketing team, providing support across the organization’s marketing, promotional, and social media efforts. Interns will also engage in regular seminars led by Silkroad staff, offering multidisciplinary skills and tools that span across the arts administration field. The internship program is designed to create a holistic and expansive view of the many facets of Silkroad and non-profit administration while remaining flexible and responsive to the needs, interests, and aspirations of the interns. With a commitment to systemic allyship and the diversification of the non-profit arts sector, we welcome Black, Indigenous, and other persons of color to apply.

This position will be primarily remote with possible opportunities for in-person engagements. The program runs from August 1 to December 20, 2024.

Activities:

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| Social Media & Marketing | <ul style="list-style-type: none">● Support the marketing, promotional, and social media efforts of Silkroad with a focus on centering equity and justice through art and music.● Assist in the design and management of social media content, including scheduling social posts, creating Instagram and Facebook stories, and designing graphics.● Assist in the management of Silkroad’s website and of a social media content calendar for Silkroad’s Instagram, Facebook, YouTube, and Twitter accounts.● Analyze metrics from social media and website to inform a data-driven digital strategy.● Collaborate with the other interns to align language and copy for program activities and events across social media, newsletters, and other public communications.● Assist in the development of social media fundraising campaigns. |
| Team Collaboration & Office Support | <ul style="list-style-type: none">● Attend weekly Silkroad team meetings and other strategic planning sessions as needed.● Participate in regular seminars led by Silkroad staff, covering topics like Fundraising & Development, PR/Marketing, Graphic Design, Career Readiness, and more. |

KEY REQUIREMENTS:

- 18 years of age or older
- Must be based in and authorized to work in the United States
- Love of the performing arts, specifically music
- Demonstrated commitment to social justice and human rights

KEY ATTRIBUTES:

- A cultural leader — Having empathy, cultural sensitivity and awareness, multi-literacy, creative practice, financial acuity, and innovation quotient
- Socially and emotionally aware — Able to take the perspective of and empathize with others from diverse backgrounds and cultures, to understand social and ethical norms for behavior, and to recognize resources and supports for yourself and others
- Positive and can-do attitude — Confident and willing to deal with problems and/or new tasks
- Strong interpersonal skills — Collaborative, friendly and humorous, contributes their strengths to projects
- Organized and resourceful — Problem solves independently, not easily overwhelmed with multiple tasks
- Able to prioritize and multitask — Responds to a full docket with efficiency and expediency
- Responsive to feedback — Seeks feedback and applies immediately, takes suggestions with good intent
- Communicative — Able to communicate openly and freely with supervisors and colleagues, in-person and remotely
- Independent — Able to solve problems alone and manage own projects and workload
- Writing and editing — Must have proficient English writing and editing skills, including grammatical precision
- Excellent computer skills — Must be computer literate with typing speed of at least 50 words per minute; advanced Microsoft Office skills are preferred; advanced Google Drive and Slack skills are essential
- Knowledgeable and passionate — About the arts and their potential for performance, learning, and social impact
- Flexible and understanding — Particularly as it relates to ongoing organizational shifts in response to the COVID-19 pandemic, racial justice, and more

APPLICATION:

- Applicants will be asked to provide a resume and cover letter, as well as short written responses to application questions.
- Questions? Contact Adam Gurczak at adam@silkroad.org