



Social Media Intern Application

Ballet & Books is seeking a passionate intern interested in finance, accounting, communication, and research. As an intern, you will have the opportunity to get in-depth learning about what running a nonprofit organization looks like from a financial perspective.

ABOUT US

Ballet and Books is a national, non-profit organization striving to reduce the literacy gap through the hybrid storytelling of dance and reading. In our extracurricular programming led by high school and college students, we provide 3-9-year-olds with an opportunity to improve their literacy skills through a combination of dance instruction and dialogic reading.

JOB DESCRIPTION

This virtual internship involves a deep dive into our organization's social media promotion including but not limited to linkedin, facebook, instagram, blogs, and twitter. The time commitment will be, on average, two hours per week of work.

As an intern, you will work under our Creative Director to develop and promote Ballet&Books materials through social media platforms. From this position, both your soft and technical skills will be developed as you work with our tools and interact with our national chapter's marketing teams. More specifically you will:

- Execute a results-driven social media strategy
- Develop and curate content for social media pages with guidance from Creative Director
- Manage social media platforms - linkedin, facebook, instagram, twitter
- Organize content for monthly blog postings
- Develop, design, and oversee tri-annual newsletter release
- Research related relevant content as well as any other applicable online content
- and post them on the foundations social media websites

ELIGIBILITY REQUIREMENTS

- College or university student of any year (undergraduate or graduate)
- Strong interpersonal skills: Ballet & Books is a team environment. The national directors work intimately with each other as well as with the leads of each chapter. You will need to be able to interact with our team and facilitate smooth communication when approached by chapter leaders.
- Willingness to learn: Through this position you will work a lot with our social media pages. Previous experience in communications/marketing is preferred but not required. Part of our mission is building up future leaders, thus rather than an expert in a field we prefer someone passionate about growing.
- Creativity and proactivity: We are a new and developing 501c3 and our growth is dependent on the passion our members bring to the table. We value your ideas on how we can improve efficiency and expand Ballet & Books online presence.
- Commitment to our mission is essential

APPLICATION PROCESS

If you have any questions, please email us at finance@balletandbooks.com or creative@balletandbooks.com.
This is an internship paid by stipend.



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Interested parties are initially requested to fill out [this form](#); the deadline to do so is Monday, November 22nd @11:59pm EST. Qualified candidates will be asked to have a virtual interview during that week. This is the last step of the application process. We will notify candidates of the result shortly after the interview round.