

The Adinkra Group's (TAG) internship program provides a unique opportunity for high school, undergraduate, and graduate students to help amplify TAG's brand, connect African Americans with Africa, and provide adults and youth with culturally immersive arts education experiences. Our internship offers hands-on experience to exceptional students committed to a communications or marketing career, particularly in arts education. Interest in event production, entertainment, African American studies, and public relations is a plus.

Job: Marketing and Social Media Internship [3 positions available; 9 month positions] - **OPEN UNTIL FILLED**

Pay Level: Unpaid Internship offering qualified candidates résumé building experience in marketing and communications, relationship management, and other aspects of community relations and marketing, in the arts, education and entertainment industries. One free use of ACAS event space and performance bonuses. Interns can earn a subsidized working trip to Ghana, West Africa for the Back2Africa Festivals and/or other national and international working trips or training conferences with TAG if performance goals are consistently met. There is a class credit available for interns assigned to work directly in studio.

Our ideal candidates are passionate, teachable, responsible high school seniors and first/second year undergraduates with a specific career interest in marketing, social media, and event management. They possess a keen understanding of and demonstrated personal interest in the importance and impact of synergy between art and education. They are engaged leaders who take ownership of their tasks and actively choose to invest in themselves through continual learning, relationship building and good judgment.

Responsibilities: This position is mainly responsible for supporting The Adinkra Group leadership team manage, grow, and increase the brand awareness of the company; Promote its artist community, entities, products, and services throughout various social media channels as well as provide accurate and timely database management. Specifically, utilize major social media networks through our social media management platform (Hoot suite), email and SMS/text campaigns to:

- Work with Director of MarComm to refine social media strategy and best practices
- Assist in managing social media channels (Facebook, Twitter, Instagram, LinkedIn YouTube) and editorial calendar to ensure content is timely, relevant, and engaging
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Assist in maintain TAG's archive of digital images, videos, and other content.
- Keep up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities
- Assist with website copywriting, proofing, and updating as needed
- Utilize email-marketing manager (Constant Contact) to schedule regular email campaigns to various groups of stakeholders and manage email databases.
- Utilize SMS/Text message marketing software (EZtexting.com) to schedule, monitor and edit regular text message campaigns, special initiatives, and beta campaigns and expand reach.
- Event support and other Marketing activities as assigned by manager.

Reporting Relationship: This position reports directly to the owner and secondarily to the Director of Marketing and Communication working approximately 10 – 15 hours weekly.

The Adinkra Group (A Cultural Resources Company)

Key Performance Metrics:

All interns will work towards pre-set benchmarks and goals, which will be used to determine success of performance. Interns will receive a performance review every three months.

Qualifications

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for at least 15 hours a week
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. HootSuite, Google Analytics)
- Knowledge of Microsoft Office
- Working knowledge of email marketing applications (e.g. Constant Contact) and database management
- Access to a computer, tablet and/or smart phone with access to the internet regularly
- Knowledge of basic file sharing and software programs such as Dropbox and Google drive

The Adinkra Group (TAG) is an African Cultural Resource Company based in Washington, DC with a mission is to connect people of African descent with the culture and traditions of Africa through the Arts and Education.

Send Cover Letter and Resume to: adinkracas@gmail.com

Email subject: Marketing and Social Media Internship

Attn: Kelly Davidson