



THE DALLAS INSTITUTE OF HUMANITIES AND CULTURE

MARKETING INTERN

OVERVIEW: The Dallas Institute of Humanities and Culture (the Institute) seeks an intern to work closely with the marketing team in increasing awareness of the Institute and its mission of enriching and deepening the practical life of the city with the wisdom and imagination of the humanities. The marketing intern will work closely with the Director of Marketing to implement the strategies and plans of the marketing department and to assess the effectiveness of the marketing plan. As a part-time team member, the marketing intern assists in expanding awareness of the Institute and its programs, increasing membership and volunteers, and developing community relationships. This position works at our campus in the Uptown neighborhood of Dallas. Occasionally, work may occur offsite, depending on the work assignment.

Specific responsibilities:

- Raising awareness of the Institute;
- Increasing attendance through marketing efforts;
- Prospecting and developing media and other affiliated contacts;
- Increasing exposure throughout the city online and in person;
- Establishing relationships with the immediate community and related non- and for-profit organizations;
- Maintaining the library of archives;
- Administrative and other duties, as needed.

Qualifications:

The successful candidate will have:

- Studied in one of the following disciplines: marketing, communications, business, literature, political science, humanities, journalism, history, psychology, religion, and philosophy;
- Maintained a minimum GPA of 2.5;
- Strong communication skills, especially writing and public speaking;
- The ability to manage multiple projects and deadlines;
- Must pay attention to detail;
- Must have a history of completing projects;
- Must have a strong commitment to delivering quality work.

Skills:

The successful candidate will have:

- Initiative and the ability to solve problems creatively;
- Knowledge of Microsoft products;
- Familiarity with Photoshop and Word Press;
- Experience in updating websites;
- Familiarity with social media and technology;
- Planning and organizing skills;
- Strong interpersonal skills.