



Drum Corps International

Marching Music's Major League™

Digital Marketing & Social Media Intern, Summer 2020

Indianapolis, IN

Do you thrive in fast-paced, non-profit environments and love the thrill of working with social media? Drum Corps International is seeking a rock-star Intern to join its Marketing/Communications Team. As a Digital Marketing & Social Media Intern, you'll dig in and get your hands dirty learning, collaborating, working on real projects and experiencing what it's like to work for a world-class event management organization.

We need someone who hustles by default, sleeps and breathes social media, and is exceptionally detail-oriented. This person will be a creative mind with an insatiable curiosity to learn all there is to know about digital marketing.

Role Responsibilities

- Detailed knowledge of all social media platforms: you'll write and plan a monthly content calendar and assist with the management of our digital marketing channels
- Proactive and self-driven, yet also a collaborative team player: you'll work with fellow interns, staff members, sponsors and community partners to coordinate our online presence at events
- Excellent verbal and written communicator, a true problem solver: whether online or in person, you'll be interacting with our fans every day
- Familiarity with marketing technologies and online analytics tools: you'll learn your way around Salesforce Marketing Cloud and Google Ad Manager while keeping track of and reporting on all metrics surrounding your work

Required Skills/Qualifications

- Currently enrolled in undergraduate courses (or recent graduate) in a business, marketing or communications related field
- Excellent Mac or PC skills, including Microsoft Office and Google Docs
- Experience with Facebook, Twitter and Instagram
- Knowledge of web analytics tools (Google Analytics, Facebook Insights, etc)
- Smart, strategic thinker with a proven ability to multi-task and prioritize
- Positive attitude and strong customer service skills
- A passion for all-things-digital

Bonus Points

- Prior internship experience
- Experience with Hootsuite or other social media management platforms
- Experience working with HTML and CSS
- Familiarity with Adobe Create Suite/Cloud (Photoshop, Illustrator, InDesign, etc.)
- Familiarity with Salesforce Marketing Cloud and Google Ad Manager
- Has own laptop & smart phone

The Perks

- This internship offers a per-diem
- Access to all levels of the team
- Paid travel to select DCI events across the United States
- All-access pass to the Drum Corps International Tour

Have what it takes?

Email internships@dci.org with a cover letter showcasing your personality and a resume showcasing your relevant experience. Links to your portfolio and social profiles showing relevant skills are a plus.

To learn more about interning with Drum Corps International, visit DCI.org/internships