House of Blues Music Forward Foundation

Digital Marketing & Design Intern

About Us
Music Forward Foundation is a national nonprofit organization inside the House of Blues and Live Nation family that transforms young lives, inspires careers, and champions a more inclusive music industry. Music Forward provides artist development and music industry career programs for youth in underserved communities and sets the stage for success by providing workshops, panels, showcases, internships, and scholarships to inspire the next generation of diverse industry leaders, artists, and innovators.

Our Internship Offer
You will work closely with the Director of National Marketing & Partnerships, Marketing Manager, and the Digital Marketing Coordinator with ongoing responsibilities and 1-2 long-term projects tailored to your interests, abilities, learning objectives and timing of internship. You will help capture the magic of our mission and the impact of our programs through visual communication to be shared across digital platforms. This position will be highly involved in ALL aspects of marketing: social media, content creation, design, communications, events, and more. Our internships are designed so interns can receive insight into marketing, branding, and design strategy, as well as develop project management, collaboration and presentation skills. This is an excellent opportunity to gain hands-on digital marketing and design experience with a national, nonprofit organization. The spring 2021 internship is virtual.

Responsibilities
• Assisting the Digital Marketing Coordinator in day to day activities
• Executing on design and development of layouts for marketing materials
• Executing on photography/video editing projects
• Digital asset management and organization
• Brainstorming and developing marketing campaigns for our social accounts
• Implementing marketing strategies including social media campaigns, e-newsletters, online advertising, and other vehicles to engage current and potential stakeholders
• Attending department and staff meetings, assisting with daily communication operations and other general and administrative duties as assigned

About you
• As the spring 2021 internship is virtual, you have access to a computer and the internet
• Currently enrolled at a college/university
• Demonstrated interest in digital marketing, graphic design, public relations, communications, and/or nonprofit organizations
• Committed to creativity and vision
• Excellent organizational and communication skills (written and verbal)
• Focused attention to detail with a strong work ethic and professionalism
• Able to multi-task and work in a fast-paced, deadline-oriented environment
• Works well independently and as a team member
• Proficient in Word, Excel, and PowerPoint
• Proficient in Adobe InDesign, Illustrator and Photoshop, Premier Pro and After Effects
• Please be prepared to present a portfolio of design work for consideration in this role

Preferred Qualifications
• Prior experience with MailChimp, Emma, or similar email marketing program
• Knowledge of the nonprofit, public/private, cause marketing, corporate social responsibility (CSR) and other similar sectors
• Basic HTML, CSS knowledge preferred but not required
• Knowledge of WordPress, JavaScript, JQuery, PHP or similar CMS is a plus, but not required

Start Date
This is a part-time virtual internship (12-20 hours per week). The internship starts the week of January 18th, or a date mutually agreed, and concludes mid-May. Exact dates are dependent on school calendars, the needs of Music Forward and the intern. Candidates must be available between 9am-6pm, Monday-Friday.

Academic Credit
This is an unpaid internship position for academic credit. Intern coordinates with their educational institution for academic credit; you will have a designated supervisor who can complete an evaluation and documentation to satisfy academic credit requirements.

To apply
Submit a resume and cover letter via https://musicforwardfoundation.submittable.com/submit

Music Forward is an Equal Opportunity Employer. We do not discriminate in recruitment, hiring, training, promotion or any of employment practices for reasons of race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.