K. Nichols Studio Internship Application

Information about all internship opportunities listed below. For undergraduate and graduate students interested in applying, please submit a short letter of interest, your resume, a link to your portfolio, and two references to:
Katelyn@KNicholsStudio.com

This internship is ideal for self starters and busy students. All work is done remotely, no travel required. All meetings will be done through FaceTime and Google Chat. Candidates should have a passion for startups and entrepreneurship and have a desire to take ownership of their work. Must have strong critical thinking skills and a strong bias for action. A love of the performing arts, movies, and television is a plus!

Qualifications

Preferred candidates:
➢ Will be certified in one or all of the following categories: Google Analytics, Google AdWords, Hootsuite
➢ Experience in website design (particularly with PageCloud)
➢ Experience with Bloggr
➢ Experience with MailChimp and creating/designing new campaigns
➢ Familiarity with Memphis news publications
➢ Familiarity with the Memphis performing arts community a plus

Internship Positions Available:
➢ Marketing/Advertising Intern
➢ Social Media Intern
➢ Multimedia Intern

Marketing/Advertising Intern:
The Marketing Intern must demonstrate effective independent thinking and management skills and a very strong work ethic. Must have excellent writing skills and possess a strong understanding of how to write SEO-Friendly content. Tons of energy, passion, humor, compassion, and enthusiasm and an understanding of all social media platforms.

Qualifications:
➢ Strong writing skills, both creatively and grammatically
➢ Planning, building, executing, and iterating on marketing strategies and models
➢ Experience collecting quantitative and qualitative data from marketing campaigns a plus
Responsibilities:
• Conduct research to support local and regional marketing campaigns
• Participate in creative brainstorming sessions and collaborate in designing direct marketing and branding materials
• Assist in launching Google Adwords campaigns
• Marketing and advertising promotional activities (e.g. social media and web)
• Develop MailChimp campaigns and lists
• Work alongside the Social Media and Multimedia intern on special projects
• Create targeted lists as directed including media, celebrity/influencers, theatres, other
• Pull data and analytics from our social media platforms

Social Media Intern:
The Social Media Marketing Intern must be a self-starter; possess an entrepreneurial spirit needed to work within a start-up environment; demonstrate maturity, poise and good humor; and have the ability to work well independently and within a team.

Qualifications:
- Flexibility to work on a variety of projects
- Strong writing skills, both creatively and grammatically
- Excellent management skills for brand management and presence across multiple social media platforms
- Exceptional computer skills with working knowledge of Adobe PhotoShop and Office suites or similar programs

Responsibilities:
• Conduct outreach for marketing partnerships (social media, content marketing, bloggers, and influencers)
• Assist in developing a specific voice, tone & image strategy for each platform.
• Grow K. Nichols Studio online social networks by increasing fan base and interactions.
• Research competitor and social media trends and identify industry best practices
• Help brainstorm and execute new content and campaign ideas for our various brands and platforms.
• Create social media posts and graphics
• Perform research to find articles, stories, resources, or other content that is relevant to our customer base and post it to our Facebook, Instagram, and Twitter page in a manner that invites conversation and interaction.
• Help manage scheduled posts for daily content across all social media platforms
• Understand how to measure the impact of social media efforts through monitoring tools
• Assist with shoots and content creation
Multimedia Intern:
Creative self-starter who is comfortable with taking initiative as well as working in collaboration on a team. A multi-tasker, proactively seeks out opportunities to support the team with a can-do and follow-through attitude

Qualifications:
• Graphic art skills and knowledge of Adobe, Photoshop, InDesign, etc a plus
• Working comprehension of HTML fundamentals is a plus
• Experience operating an email marketing program is a plus
• Be tech savvy and well versed in basic photo-editing software and simple video editing tools, like iMovie, and online graphic design tools like Canva, Animoto, Photoshop, or InDesign

Responsibilities:
• Excellent writing and verbal skills
• Approaches problems with creative and innovative strategies
• Ability to compile competitive research for blogger & influencer identification + copy development, digital campaigns & social advertising
• Help brainstorm and execute new content and campaign ideas for our various platforms.
• Work hand-in-hand with the social team to conduct special events, contests, and other promotions.
• Create content for the studio’s blog through Bloggr and YouTube (written blogs and video blogs)
• Update social media and website graphics using Canva
• Edit new open and closing segments to video programs.
• Assist social media intern scheduling posts and finding/creating content across platforms
• Monitor the internet for fun trending news opportunities, search for things people are sharing, liking, recommending and talking about on the internet.
• Monitor discussions, posts, and comments across multiple social media channels
• Grow the studio’s viewers, followers, and fan base for written and video blog (Bloggr and Youtube)

Brand Outreach/P.R Intern:
The Brand Outreach/PR Intern is a creative self-starter who can work on multiple projects simultaneously. Previous experience in marketing, social media marketing, PR, or branded entertainment a plus, but not necessary. The intern must demonstrate effective independent thinking and management skills and a very strong work ethic. He/she must be committed to working well within a team and have outstanding written and verbal communication skills.

Qualifications:
• Excellent writing and verbal skills
• Approaches problems with creative and innovative strategies
• Planning, building, and executing marketing strategies and models
• Extremely organized and detail oriented
• Strong ability to multi-task and “roll with the punches”
• Exudes a positive, personable attitude coupled with an outgoing personality
• Ability to take direction but can confidently work autonomously
• Ability to represent the studio as a brand ambassador and conduct oneself with the utmost professionalism and charm

**Responsibilities:**

• Create targeted lists as directed including media, celebrity/influencers, theatres, and other agencies
• Conducts research on local and national schools, talent agencies, and competitors
• Develop relationships/connections with local media outlets and community organizations
• Act as brand ambassador for the studio at decided events (will attend and represent the studio with the utmost integrity and professionalism at a number of events and/or meetings).
• Assist in development of press materials including media alerts, press clips, artist bios and more
• Help execute brand's social media campaigns and manage platforms (this will include giveaways & sweepstakes geared toward K. Nichols Studio audience). Monitor, engage, and schedule on social media networks
• Work with Social Media Intern on specific strategic projects pertaining to program and press releases, lesson plans, workshops, and other initiatives
• Researching and maintaining editorial calendars and media lists
• Meeting and making a connection with customers, asking questions and listening to customer needs, then giving options and advice on meeting those needs; assist in gaining and maintaining client base