

## **DANK-HAUS German Cultural Center**

### **DANK Marketing**

**Internship Title:** Marketing Internship  
**Company Status:** nonprofit organization  
**Pay Status:** unpaid internship  
**Hours:** 15 - 20 hours per week  
**Start / End Dates:** January-April, May-August, or September-December  
**Application Deadline:** December 15, April 15, or August 15

**Essential Duties:**

The DANK-HAUS German Cultural Center is looking for a motivated student interested in contributing to and becoming an integral part of the Marketing Department, participating in both the planning and practical application of marketing initiatives. The duties of the intern will include, but are not limited to:

- Work closely with the Marketing Director to expand press contacts, researching the Chicago political and cultural community as well as the German American community
- Assist with the creation of press releases and other marketing communication pieces
- Develop and maintain relations with print, electronic, radio, and television media contacts to ensure extensive exposure of our cultural programming and organizational mission
- Conduct a marketing analysis of potential clients and competition of the DANK-HAUS
- Participate in the planning of a consistent and focused communications schedule reaching out to both press contacts and the public in general
- Contribute to print material design, production, and distribution

**Required Knowledge, Skills, Qualities, and Abilities:**

- Commitment to the DANK-HAUS German Cultural Center's mission of preserving and promoting German culture, heritage, and language
- Excellent written and verbal communication skills
- Passion for and/or experience with marketing and public relations
- Proficiency in Microsoft Word, the Internet, and familiarity with Macs
- Willing, resourceful, positive, and forward-thinking