



## **DANK Haus German American Cultural Center Social Media & Marketing Internship**

**Application deadline:** rolling basis

**Time Commitment:** 15-20 hours/week for 3-12 month period

**Please Note:** This internship is unpaid, but may be completed for course credit if applicable

**About Us:** The DANK Haus German American Culture Center is a 501(c)3 not-for-profit organization that was founded in 1959. We are the leading German/German-American Center in the Midwest region and our mission is to preserve and promote German culture, heritage, and language through maintaining a center consisting of a museum, art gallery, library, and language school, and organizing educational and social programming focusing on and emphasizing the history, traditions, and contributions of Germans and German Americans. We are located in a historic 77,000 sq.ft building in Lincoln Square, one of the historically German neighborhoods of Chicago. Our homepage is [www.dankhaus.com](http://www.dankhaus.com).

Our **vision** is to meaningfully engage generations of friends, neighbors, and all those interested, to explore and experience the vibrant, multifaceted German American culture of our past and present, through our **core values:** Hospitality (Gastfreundschaft), Engagement (Austausch), and Authenticity (Authentizität).

**Position Overview:** We are seeking a dynamic and motivated Marketing and Social Media Intern to join our team. This internship offers hands-on experience in marketing strategy, social media management, content creation, and data analysis. The ideal candidate will have a passion for digital marketing, excellent communication skills, and a desire to learn and grow in a fast-paced environment.

### **Responsibilities:**

- Develop and execute social media marketing strategies across various platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and TikTok.
- Create engaging and creative content for social media posts, including graphics, videos, and written content.
- Monitor social media channels for trends, feedback, and opportunities to engage with our audience.

- Assist in the creation of marketing collateral such as flyers, brochures, posters, and presentations.
- Conduct market research and competitive analysis to identify trends and opportunities.
- Analyze data from social media and marketing campaigns to measure performance and identify areas for improvement.
- Collaborate with the Director of Marketing & Membership to brainstorm and execute marketing initiatives.
- Provide support in organizing and promoting events and services, both online and offline.
- Assist in other marketing-related tasks and projects as needed.

**Desired Qualifications:**

- Currently pursuing or recently completed a degree in Marketing, Communications, German Studies, or a related field.
- Strong understanding of social media platforms and their best practices.
- Proficiency in graphic design tools such as Canva.
- Excellent written and verbal communication skills.
- Detail-oriented with strong organizational skills.
- Ability to work independently and collaboratively in a team environment.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Prior experience in marketing or social media management is a plus.
- German language skills are a plus, but are not required.

**Benefits & Compensation:**

- This is an unpaid internship, but may be completed for course credit if applicable. Interns are responsible for ensuring the internship meets credit requirements.
- Interns will receive a free Friends of DANK Haus membership for themselves and a friend
- Interns and a friend may take any DANK Haus German courses free of charge
- Interns and a friend may attend any DANK Haus event free of charge
- Interns receive free food and drink at any in-haus event where food and drink are being sold
- Hands-on experience in marketing and social media in a real-world setting
- Mentorship and guidance from experienced professionals
- Opportunity to contribute ideas and make a meaningful impact on marketing initiatives
- Networking opportunities

- Flexible schedule and possibility of remote work arrangements

**How to Apply:**

Applications can be submitted to [jobs@dankhaus.com](mailto:jobs@dankhaus.com). Please include a resume and cover letter. In your letter, please address why you are interested in a marketing & social media internship with the DANK Haus and any relevant previous experience.

**Location:**

The DANK Haus is located at 4740 N Western Ave, Chicago IL 60625, just a half-block from the Western Brown-Line station at Lincoln Square.

The DANK Haus German American Cultural Center is an equal opportunity employer and encourages applications from individuals of all backgrounds. We thank all applicants for their interest in this position; however, only those selected for an interview will be contacted.