

Intern Editorial and Content



Are you an enthusiastic writing talent with a passion for culture? Are you seeking an internship where you can combine your love for writing with creating engaging online content? If so, Cultuurmarketing is looking for you!

At Cultuurmarketing, we stand at the heart of the cultural sector. We are a dynamic platform that provides professionals with the latest knowledge, essential skills, and inspiring connections to make culture accessible to a broad audience.

Our articles on current trends and developments, such as AI, diversity, inclusion, and innovative marketing campaigns, serve as a source of information for marketers in museums, theaters, and other cultural institutions in the Netherlands and Belgium.

For the period from February 2024 to June 2024, we are looking for an eager editorial intern. You will have the opportunity to develop your writing skills, write and publish articles, learn about the fascinating world of cultural marketing, and get to know many cultural organizations.

Tasks and Responsibilities:

- **Research:** Dive into various topics and unravel the stories that still need to be told. Your research lays the foundation for our content.
- **Storytelling:** Write relevant articles, including interviews, practical stories, and reports.
- **Quality Control:** The final editing of blogs and articles, ensuring meticulous attention to perfect finishing and quality.

- Digital Publisher: Manage the publication of articles in our Content Management System (WordPress).
- Social Media: Make our content shine on social media by publishing engaging posts on Instagram and LinkedIn.
- Ideas Generator: Bring fresh, creative ideas for new articles and content.
- Supporting Force: Support daily team activities, including communication and design.
- Personal Growth: Seize the opportunity to expand your task package with areas you want to learn more about, such as communication or research.

This is what the internship will offer you:

At the end of the internship:

- You will be well-versed in knowledge about marketing and communication, specifically focused on the cultural sector.
- You will have independently created and published a substantial number of articles, showcasing your skills on a broad cultural platform.
- You will be proficient in using AI tools such as ChatGPT and Midjourney in a professional capacity.
- You will be skilled in essential digital tools, including a CMS, CRM, and social media tools like Canva and Hootsuite. These tools are indispensable in contemporary roles in the cultural sector.
- You will be familiar with key players in the cultural sector and have built valuable professional connections.
- You will have insight into current challenges and developments in the cultural sector, enabling you to develop a strategic understanding applicable to your future career.

What we offer:

We provide an inclusive working environment within a close-knit team. Here is an overview of what else you can expect:

- Professional guidance: Cultuurmarketing is recognized as an Accredited Internship Company for HBO/WO by the ELBHO Foundation. You can count on good guidance and coaching to support your personal development.
- Internship allowance: A fair compensation of 400 euros gross per month based on 40 hours.
- Flexibility: You have the opportunity to work from home one day per week.
- Equipment: A MacBook Air on loan for the duration of your internship.
- Travel allowance: For the days you come to our office in Amsterdam, you will receive a travel allowance if you do not have a student public transportation card.
- Comfort and coziness: A sit/stand desk, good coffee, and enjoyable conversations during shared lunches when you are in the office.

- Flexible days off: You have the freedom to decide on which public holidays you would like to take as days off.

This is our ideal candidate:

If writing and culture are your passion, and you are currently enrolled in a HBO or university program, we see a match. Knowledge or a study background in marketing communication and/or the cultural sector is a plus but not a requirement. This is a hands-on internship, and a small-scale research assignment can be part of the internship by mutual agreement.

If you do not meet all the criteria but believe you can still bring value to our organization, feel free to contact us to discuss the possibilities.

Here's what our former intern Chiara (26 years old, master's in visual arts from the Luav university in Venice, Italy) thought of the internship: *"I chose this internship to learn more about the Dutch cultural sector and the organizations within it. Being an international intern with a different background than marketing and communication wasn't an obstacle. I could personally and independently contribute to the team's ideas and platform content during brainstorming sessions, article writing, and social media posting. The work environment was friendly and attentive to my professional learning needs in order to enter the cultural sector."*

About the team:

These are the five colleagues you'll be working with in the most creative hub of Amsterdam, Cinetol:

Dorien connects cultural professionals to Cultuurmarketing by sharing stimulating content on the website, social media, and newsletters. **Chiara**, an international intern, is eager to learn more about the Dutch language and culture, sharing her diverse cultural background in her work and with her team. **Patricia** is driven to recruit and retain members and thrives on developing new offerings. **Eva**, the research intern, goes the extra mile in her work. **Hilde**, an ambitious entrepreneur, is the driving force behind ideas and is committed to inclusion and personal growth within the Cultuurmarketing team.

Practical Information:

Period: February 2024 - June 2024 (5 months)

Hours: Minimum 32, maximum 40 hours per week

Level: HBO/WO

How to Apply:

For more information, you can contact Hilde Smetsers at hilde@cultuurmarketing.nl or 020 – 2614727.

If you wish to apply, send a brief motivation and CV directly to: hilde@cultuurmarketing.nl.