

# Dallasites101 Website Intern - Winter/Spring

**Location:** 101Media Headquarters: 2616 Thomas Avenue, Dallas, TX 75204

**Application Deadline:** January 10, 2024 | **Target Start Date:** January 22, 2024

**Reports to:** Anna McSwiggen, Senior Digital Channels Manager

## The Role

Share your love for Dallas through supporting a leading brand in the city, Dallasites101. We are seeking a Website Intern to support our community's website through the research and maintenance of top-notch content. An ideal candidate is a person who is passionate about researching what is going on around the city, has knowledge of local businesses, is a strong writer, and a quick learner.

## Responsibilities

### WEBSITE ARTICLES

- Update articles to ensure they follow the correct structure/format
- Lay groundwork for article formatting
- Research and update article content
- Convert Instagram posts into articles

### WEBSITE PAGES

- Help update existing web pages

### CRM MANAGEMENT

- Research events around DFW and add to calendar
- Add + update DFW business listings

## Skills

- Basic knowledge and understanding of SEO
- Eye for web design
- Knowledge of AP style + a strong writer
- A strong work ethic, self-starter, and ability to work in a high-accountability, high-autonomy setting
- Love for doing research, great at thorough fact checking, and meticulous attention to detail
- Strong technical sense with ability to learn the backend of our website
- Cultural alignment to Dallasites101's ethos that everything is "*figureoutable*" and no challenge is too great to be solved

- Ability to adapt to the Dallasites101 branding and voice
- Knowledge of Dallas and its businesses + a strong sense of city happenings

## Expectations, Compensation & Benefits

- Current Junior or Senior in college, or recently graduated
- Potential to extend through summer 2024
- Availability to be in office for meetings and team days
- Ability to work 15 to 20 hours a week with potential for more
- Flexible work environment
- Access to media and special events

## About the Company

101Media is a lifestyle media company that focuses on digital and experiential marketing, both for consumers and for brands. We are passionate about fostering a genuine sense of belonging and propelling the prosperity of a city, uplifting its vibrant businesses and people.

### **INTRODUCING YOU TO LIFE IN YOUR CITY.**

The 101Communities offer your crash course, aka “the 101,” to a city through digital content and live experiences. With a belief that strong communities build vibrant cities, we have made it our mission to empower people and promote businesses who value local connection as much as we do.

In 2015, we launched our first community, Dallasites101, to celebrate life in Dallas, TX. We then expanded with Austinites101 in Austin, TX. Today, the brand reaches a network of over 600K community-minded individuals and businesses across the Lonestar state.

### **LOCALLY-FOCUSED, DIGITALLY-DRIVEN MARKETING.**

Our B2B digital marketing agency grew from the robust relationships and local street cred earned through our Communities. Our knack is leveraging our insights and expertise to offer a hyper-local approach to digital marketing. We get what makes your market tick and tailor our strategies to match. We are all about creating online and offline engagement and dedicating 101% to your brand.

## Company Culture and Values

We are honored to be recognized as one of the 100 Best Places to Work in North Texas by the Dallas Business Journal, and for their analysis of our company to demonstrate that our people are highly engaged and the top word used to describe our work environment is collaborative. Our core values include celebration, transparency, community, growth and conviction. We value people as our most

important resource and take immense pride in the outstanding contributions of our talented team and the exceptional culture that defines 101Media.

## Equal Opportunity

101Media (and its subsidiaries) is an equal opportunity employer. We are committed to providing a workplace that promotes diversity and inclusion. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and will not be discriminated against on the basis of disability. 101Media is dedicated to fostering a diverse and inclusive environment where all employees feel valued, respected, and empowered. We encourage candidates from all backgrounds to apply and join us in our mission.

## Disclaimer

This job description provides a general overview of the role but is not an exhaustive list of duties and responsibilities. 101Media reserves the right to modify the job description as needed to meet business requirements. It is not a contract of employment and may be subject to change.