



## Spring 2020 Marketing Internship Job Description

THE ARTS COUNCIL MARKETING INTERNSHIP JOB DESCRIPTION The Arts Council of Brazos Valley, a 501 (c) (3) nonprofit organization with a 40+ year history of making the arts accessible to visitors and residents of the Brazos Valley, seeks an intern to assist in all aspects of marketing including event promotion and execution, social media, gallery show promotion, website maintenance, monthly newsletters, general advertising design, development and networking. Students interested in careers with non-profits, arts agencies, small businesses, or in marketing should apply.

This paid internship will provide the intern valuable, real-world experience, as well as providing The Arts Council with much needed marketing support. In addition, this internship will help participants develop professional networking skills through the opportunity to work with the general public, members, donors and media outlets throughout the Brazos Valley. Learn more about The Arts Council at [acbv.org](http://acbv.org)!

### INTERN DUTIES AND RESPONSIBILITIES:

- Enhance The Arts Council's online social media presence
- Assist with promoting gallery exhibitions including marketing, sponsorships and opening event planning and execution
- Assist with marketing of The Arts Council Business Membership Program
- Assist with management of [acbv.org](http://acbv.org) website
- Create and distribute press releases
- Design ads and promotional materials for print and digital media
- Assist with the creation and content of monthly newsletters and maintain associated mailing and email contact lists
- Work with 60+ Arts Council affiliate arts organizations to improve upon current methods of promoting arts activities to visitors and residents of the Brazos Valley
- Perform miscellaneous office duties related to marketing and special events including greeting customers, event ticket sales, event planning and assisting with program set-up/take down
- Increase community awareness of The Arts Council through active participation in area festivals and events
- Build relationships with faculty/clubs to increase TAMU student participation
- Create video clips for online and general promotional use
- Attend Arts Council board meetings semi-annually to report on marketing efforts

KNOWLEDGE AND SKILLS REQUIRED: ➤ Effective project management skills; ability to multi-task ➤ Excellent written and communication skills ➤ Computer proficient; strong working knowledge of Microsoft Office products and social media ➤ Highly motivated; personable; energetic ➤ Punctual and reliable ➤ Ability to work as part of a team

PREFERRED SKILLS: Adobe Creative Suite; especially Illustrator, Photoshop and InDesign

SUPERVISION: Reports directly to The Arts Council Marketing & Development Director

HOURS OF WORK: ➤ Internship runs from mid-January- mid-May ➤ 15-20 hours per week required; specific hours will be coordinated with supervisor around class schedule ➤ The Arts Council is open Monday – Friday 8am to 5pm, Sat 1pm -4pm ➤ Occasional evening and Saturday work is required to staff special events

COMPENSATION: ➤ This internship is paid, \$1,500/semester ➤ This internship may fulfill the Marketing 484 and Communication 484 class requirements ➤ This internship may also fulfill the requirements to earn a Certificate in Advertising at Mays Business School

PHYSICAL EFFORT: The position involves minimal physical exertion, except when assisting the production of special events, exhibits, or promotion. Walking, lifting and time outside in all weather conditions may be required on specific occasions.

APPLY: Please submit your resume and cover letter to [development@acbv.org](mailto:development@acbv.org) with Spring Marketing Internship in the subject line