



Internship Announcement

Job Title: Marketing Intern

Reports to: Marketing and Grants Manager

Hours and Compensation: This is a 10 hour per week, \$10 per hour internship

Application Deadline: Monday, November 23, 2015

Eligibility: Student eligibility for internship positions is limited to currently enrolled upper division undergraduate or graduate level College of the Arts students at California State University, Long Beach, or arts-based programs in other CSULB departments, where appropriate (e.g. writing program in the English Department).

Dates of Internship: This is a 17-week internship during the spring 2016 semester.

Position Description: The Arts Council for Long Beach is seeking a Marketing Intern to work as an integral part of the organization's marketing team. The Arts Council seeks to build marketing capacity for the whole arts and cultural community of Long Beach. All marketing and communications for the organization are coordinated by the team.

Primary Area of Focus: The Marketing Intern will have the opportunity to work as an integral part of this team towards positioning the Arts Council as the hub of a city-wide arts marketing initiative, through which we seek to build marketing capacity for the whole arts and cultural community of Long Beach. All marketing and communications for the organization are coordinated by the team as they work collaboratively to:

- Plan and implement marketing strategies, including: original website content, press releases, extensive social media, *Long Beach Business Journal's* Art Matters page, marketing collateral, email marketing communications, newsletter, etc.
- Ensure the consistency of the Arts Council's brand and identity on all marketing and community outreach platforms.
- Facilitate collaborative marketing projects and support community initiatives that include arts and cultural components.

In support of our Mission, Arts Council staff and board work in the areas of marketing and communications, development and grant-making. In recognition of the closely related goals and activities throughout the organization, the Marketing Intern will have the opportunity to assist with fund-development, advocacy and grant-making tasks, in addition to the specific marketing responsibilities listed below. This will include attending Arts Council board and committee meetings, as well as community gatherings. Through these experiences, the Intern will gain a greater understanding of how marketing plays a major role in every aspect of the Arts Council's interactions with its communities and stakeholders.

Qualifications:

- An interest in marketing, arts management and/or fundraising
- Working knowledge of Microsoft Word, Publisher, PowerPoint and Excel
- Strong reading, writing, proofreading skills and attention to detail
- Excellent knowledge of social media
- Excellent organizational skills
- The ability to conduct research
- An ability to work independently and collaboratively
- Willingness to take the lead on particular aspects of the project and report progress to the Marketing and Grants Manager

Responsibilities:

- Maintain the Arts Council's website Calendar of Events by adding new events, actively looking for arts and cultural events in Long Beach and managing the database by deleting old events and updating as needed.
- Maintain the Artist Registry on the Arts Council's website by approving new submissions, actively recruiting artists who are not on the website and cleaning up the registry by removing listings that do not belong on the registry.
- Maintain Arts Council's Artist Calls by actively searching for new artist calls and updating the Artist Calls page.
- Maintain Arts Council's Arts Map by adding new listings and updating key words on existing locations.
- Schedule pre-approved daily social media posts on Facebook, Instagram and Twitter and actively look for quality images to pair with posts.
- Maintain and update the Arts Council's email database by adding new emails and updating bounce back emails.
- Provide research support for the Arts Council's Marketing Department on an as needed basis.

Applicants should submit a detailed cover letter outlining their qualifications for the position, two letters of recommendation from CSULB professors and/or administrators (including name and contact information) and resume. The resume must include education, work experience and extracurricular activities. Please email all application materials to Lisa DeSmidt, Marketing and Grants Manager, at lisa.desmidt@artslb.org by **November 23, 2015**.

All college students regardless of race, religion, sex, national origin, age, sexual orientation, or disability who meet the above criteria are eligible to apply for the Creative Long Beach Arts Internship Program. Students invited to participate in the program must provide a copy of their college transcripts verifying enrollment at California State University of Long Beach.