



## Marketing and Grant Internship Opening

**Job Title:** Marketing and Grants Intern

**Hours:** 40 hours/week

**Compensation:** \$5,300 stipend (\$13.25 an hour or \$530 per week) for the 10 week internship

**Application Deadline:** April 30, 2018, 11:59 p.m.

**Dates of Internship:** June 11–August 17, 2018

**Eligibility:** Candidates must have the legal right to work in the United States; reside in or attend college within the County, be currently enrolled in a community college or four-year college/university program; and have completed at least one semester or the equivalent by June 1, 2018. Prospective graduates who will complete their undergraduate degree between May 1, 2018, and September 1, 2018, need not be currently enrolled at the time of the internship. The following candidates are not eligible to participate in the Arts Internship Program: candidates who have or will have earned a bachelor's degree or its equivalent, or higher degree, on or before April 30, 2018; candidates who have previously served as interns in the County's Arts Internship Program. There are two LACAC internship positions available with the Arts Council for Long Beach this summer. One position is reserved for a community college student.

**Position Description:** This is a time of rich and creative opportunity for marketing and audience development, not just at the Arts Council for Long Beach, but throughout the entire Long Beach community. We are seeking an intern who will help the staff implement our marketing initiative, which makes the Arts Council the hub for marketing and promoting arts and culture in Long Beach. We aim to build the marketing capacity for the entire arts and cultural community of Long Beach — individual artists as well as organizations — to create new audiences for their work, to increase arts participation by low-income populations, and to contribute to the economic development of the entire community through the arts.

The Marketing & Grants Intern will have the opportunity to work with our Marketing and Grants Manager as an integral part of the marketing 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 amongst departments in order to:

1. Plan and implement marketing strategies, including: original website content, press releases, extensive social media, marketing collateral, email marketing communications, newsletter, etc.
2. Ensure consistency of the Arts Council brand and identity on all marketing and community outreach platforms.
3. Facilitate collaborative marketing projects and support community initiatives that include arts and cultural components.

The Marketing & Grants Intern will be responsible for the following tasks:

- Maintain the Artist Registry on the Arts Council's website by approving new submissions, actively recruiting artists who are not on the website.
- Maintain Artist Council's Artist Calls by actively searching for new artist calls and updating the Artist Calls page.
- 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.
- Assist with any tasks and research for new data collection project of the arts community.
- Provide research and event support for the Arts Council's Marketing Department on an as-needed basis, including Open Conversations and State of the Arts.
- Intern will learn about promotion and event planning by focusing on the following projects:
  - a. October Is Arts Month and State of the Arts

- Weekly newsletter highlighting OIAM events
  - The intern will assist with finding events to feature for the newsletter
  - The intern will add events to our calendar of events
  - OIAM and SOA Events collateral
  - Intern will help with the design of our #OctoberIsArtsMonth brand
- Assist in annual Grants program which are reviewed through a panel process. The intern will be responsible for the following tasks:
    - Coordinate the filing of annual grant submissions for annual review.
    - Organize grantee presentations.
  - Participate in and take notes at the annual grant panels.

**Qualifications:**

- An interest in marketing, arts management, and/or grant-making
- Working knowledge of Microsoft Word, PowerPoint and Excel
- Knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop), a plus
- Strong reading, writing, proofreading skills and attention to detail
- Excellent knowledge of social media
- Excellent organizational skills
- The ability to conduct research
- The 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.
- Familiarity with at least one visual or performing arts genre — either as an artist or enthusiastic audience member — is preferred.

**Submission:** Submit a resume, cover letter outlining qualifications, and two references. Please email all application materials to Lisa DeSmidt, marketing and grants manager, at [lisa.desmidt@artslb.org](mailto:lisa.desmidt@artslb.org) by April 30, 2018, 11:59 p.m.

All college students regardless of race, religion, sex, national origin, age, sexual orientation or disability who meet the above criteria are eligible to apply.

*This internship is sponsored by the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission. More than 130 undergraduate interns will participate in the program this year at over 100 performing, presenting, and literary nonprofit arts organizations throughout Los Angeles County. In addition to their full-time 10 week paid internship, interns will participate in several educational events as part of the program, which are funded by the Getty Foundation. The educational events are designed to provide interns with a broader perspective of the vibrant arts and cultural landscape of the County. For additional information on the Los Angeles County Arts Commission, the Arts Internship Program, and for a complete list of all the internships offered this summer, visit the Arts Commission website at [www.lacountyarts.org](http://www.lacountyarts.org).*