



Internship Announcement

Job Title: Marketing and Special Projects Intern

Reports to: Director of Programs

Dates of Internship: 17 consecutive weeks, January 21, 2019—May 30, 2019

Hours and Compensation: This is a 10 hour per week, \$12 per hour internship

Application Deadline: Wednesday, January 2, 2019, 11:59 p.m.

Eligibility: Applicants must be *enrolled* students during the spring 2019 at either:

- California State University, Long Beach (CSULB) either as a College of the Arts upper division undergraduate student or graduate level student
- Or Long Beach City College student who demonstrates significant success in arts coursework and has completed at least 20 units in an arts related field.

Students may participate in Creative Long Beach for a maximum of two semesters. As an intern, there are 3 mandatory intern events that interns are required to attend.

Position Description: The Arts Council for Long Beach is seeking a Marketing and Special Projects 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. This internship is sponsored by Creative Long Beach, an internship program of the Arts Council for Long Beach.

Primary Area of Focus: The Marketing and Special Projects 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, 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.
- Attend community events and provide information and marketing materials.

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 and Special Projects Intern will have the opportunity to assist with the Arts Council's October is Arts Month initiative, advocacy and Open Conversations, in addition to the specific marketing responsibilities listed below. This will include attending Arts Council committee meetings when applicable, 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. The intern will assist with several events taking place during the internship: Arts Luncheon, Arts Advocacy Month and Empower Arts.

Qualifications:

- An interest in marketing, arts management and/or fundraising
- Familiarity with at least one visual or performing arts genre – either as an artist or enthusiastic audience member – is preferred.
- Working knowledge of Adobe Creative Suite, Microsoft Word, PowerPoint and Excel
- Strong reading, writing, and proofreading skills, and attention to detail
- Excellent knowledge of social media
- Excellent organizational skills
- The ability to conduct research and collect data
- An ability to work both independently and collaboratively

Responsibilities:

- Scheduling pre-approved daily social media posts
- Maintain and update the Arts Council's email database
- Provide research support
- Find events for weekly newsletter
- Add events to website calendar
- Assist with the collateral design for events
- Community outreach
- Collect data and images
- Assist with all details of event planning and implementation

Submission: Applicants should submit a detailed cover letter outlining their qualifications for the position 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 **Wednesday, January 2, 2019, 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 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, Long Beach or Long Beach City College.