

## **JOB ANNOUNCEMENT**

The Workhouse Arts Center is now accepting applications for our Marketing Internship.

## **JOB SUMMARY**

You will develop skills in many areas that are critical to the success of a nonprofit arts organization, from copywriting and social media management to storytelling, graphic design, project management, and more. This role will primarily be focused on increasing awareness of the Workhouse Arts Center and its exhibits, artists, and programs. Depending on the season, you may also have the opportunity to help produce our major events like Collect!, Fireworks, Brewfest, Haunted Trail, and Gala.

## **ROLES AND RESPONSIBILITIES**

- Self-Starter
- Highly organized with excellent attention to detail
- Strong writing and editing skills
- Creativity
- Familiarity with social media (Facebook, Instagram, Twitter, Snapchat, etc.)
- High level of comfort with computers and the internet

It's a bonus if you...

- Have a portfolio of recent, relevant work
- Are experienced with Adobe Photoshop, Illustrator, Indesign
- Have worked with Wordpress, Constant Contact, or Canva
- Are currently a marketing, journalism, or graphic design student

The specific tasks you'll be expected to complete during your internship will vary by season and what's happening at the Workhouse. They may include:

- Maintaining a promotions calendar of artists, exhibits, events, and programs
- Brainstorming with colleagues about story and promotional ideas
- Pitching ideas for ways to share the Workhouse story with new or larger audiences
- Determining the type of promotions best suited to each artist, exhibit, etc. This could include social media, eblasts, postcards, radio, flyers, banners, press releases, or a combination.
- Gathering or creating content needed to produce promotions (e.g., copywriting, basic photography, image prep/design, etc.)
- Working with partners to create printed materials, loading content into social media sites, free public calendars, or our web site
- Distributing press releases to print, digital, and broadcast media partners
- Helping plan and execute certain major events

## **DETAILS**

- Internships are 4 months long (January-April, May-August, September-December)
- Applications are accepted on a rolling basis by emailing [frankpappas@workhousearts.org](mailto:frankpappas@workhousearts.org)
- A \$1,000 stipend (or course credit) is available upon successful completion of the internship
- Applications should include: cover letter; resume listing relevant professional or academic experience and skills; two academic or professional references, including contact information; two short writing samples (up to one page each) that reflect your style and skills, such as articles, research papers, design work, etc.
- Typically, internships are for one cycle only. Exceptional candidates interested in extending their internship experience may be invited to stay on for a second internship cycle.
- Interns will be expected to average 20 hours per week while school is in session and a minimum of 24 hours a week during the summer.
- Additionally, interns will be required to participate in major events that happen throughout the year, which will typically add a long day or two of work to the typical weekly commitment. For example, summer interns can expect to help with our Fireworks event, which typically requires about 12 hours on a Saturday.

## **TO APPLY**

Submit your application materials or questions to: Frank Pappas, Director of Marketing, at [frankpappas@workhousearts.org](mailto:frankpappas@workhousearts.org).