

## **Workhouse Arts Foundation Marketing Intern**

### **Background**

The Workhouse Arts Foundation, Inc. (WAF) is a non-profit 501(c)3 corporation with a mission to operate the Workhouse Arts Center (opening in 2008) with programs in the visual arts, performing arts, arts education, and history through the repurposing of the former Workhouse correctional facility. WAF's budget is \$4 million annually.

### **Summary Statement**

Reporting directly to the Director of Marketing and Communications, this position helps to support the comprehensive marketing, sales, and promotional initiatives for the broad-based Workhouse Arts Center programs. This position assists the Director in promoting and publicizing the Foundation's arts (performing, movement and visual), community, education, military, and museum programs through print and broadcast media, online and digital communications, direct mail, and audience development promotional activities.

### **Responsibilities May Include**

- Creating and posting social media content
- Researching online to build and augment contact lists/databases (press contacts, websites, organizations, etc.) for promotional outreach
- Submitting and posting event information to media outlets and websites
- Assisting in updating Workhouse website content
- Assisting in the preparation of newsletter creation and distribution

### **Qualifications**

- Previous experience in a professional setting; interest in marketing and communications fields
- Proficient in Microsoft Office Suite and Outlook
- Experience with social media platforms Facebook, Twitter, Instagram, etc.
- High attention to detail
- Ability to thrive and operate successfully in a fast-paced and varied workplace
- Comfortable with learning new software

### **Preferred Qualifications**

- Experience with Constant Contact, Wordfly, HubSpot or similar automated marketing platforms
- Experience with Squarespace or similar website builders
- Knowledge of Adobe Acrobat

### **Additional Notes**

This position is unpaid, with no minimum hours per week required, unless fulfilling an internship for credit. This position can be remote or on-site at the Workhouse Arts Center in Lorton, Virginia. On-site work will be performed within the business hours of 9:00 AM to 5:00 PM, Monday - Friday.

**Applications and Inquiries:** Please email your resume with the subject line "Marketing Intern" to [ChristineCimino@workhousearts.org](mailto:ChristineCimino@workhousearts.org). References and additional work samples may be requested.

**Workhouse DEI Statement:** The Workhouse is committed to attracting and retaining a diverse staff that honors their experiences, perspectives and unique identity. We strive to create and maintain working and learning environments that are inclusive, equitable and welcoming.

**Workhouse EEO Statement:** The Workhouse is committed to providing equal employment opportunities to all employees and applicants for employment. Workhouse provides employment opportunities without regard to race, color, religion, creed, ethnicity, sex, pregnancy, national origin or ancestry, age, physical or mental disability, citizenship status, marital status, sexual orientation, gender identity, family responsibility, genetic status or information, military or veteran status or in any status protected by federal, state, or local law. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Workhouse will not tolerate unlawful discrimination, harassment, or retaliation under any circumstances.

**Workhouse Health and Safety Policy:** The Workhouse is committed to providing a healthy and safe environment for our staff, artists, contractors, volunteers, students, and guests. With the continuing presence of COVID and its variants, the Workhouse is following CDC guidance and State of Virginia and Fairfax County directives and strongly suggests that all staff wear masks in all indoor Workhouse settings. The Workhouse is a Non-Smoking campus.