

## **Lehigh Valley Arts Council Marketing/Communications Internship**

The Lehigh Valley Arts Council is a nonprofit, membership-supported organization that serves as a regional advocate and ambassador for the Lehigh Valley arts community. Its mission is to promote the value of the arts, foster collaboration in the community, and encourage arts engagement. Through collaborative partnerships, it continues to support the local arts community through education, research, professional development seminars, and cooperative marketing initiatives.

College credit is available for internships.

This is an unpaid internship for approximately 10 hours/week per college semester.

Work is fully remote, virtual staff meetings are required, must supply own computer and internet access.

### **Description of Duties:**

- Collaborates with staff/other interns to manage social media sites (Facebook, Instagram, Twitter, LinkedIn). Responsible for creating content and scheduling posts. Includes written content and graphic image creating.
- Helps create and develop marketing for events and general community outreach. Design skills a plus. Digital/print as the job requires.
- Assists in producing content for newsletters and their promotion and dissemination.
- Marketing of membership and donor appeals.
- Assists in creating content and dissemination for other emails and mailing campaigns, such as events, annual appeal, press releases.
- Assists in community outreach campaigns.
- Analyzes SM post-performance and best practices.
- Maintain our profile and use platforms for Arts Advocacy and relationship building.
- Participates in staff meetings.
- May be required to staff events and broadcast live on SM.
- Will perform other general administrative tasks as needed.

### **Preferred Qualifications:**

- Interest in the arts, advocacy, marketing, arts administration, and/or community development
- Commitment to Diversity, Equity, Access, and Inclusion
- Strong proofreading skills and attention to detail
- Interpersonal and communication skills are a must
- Excellent organizational and time management skills

- Research skills
- Willingness to take initiative
- Ability to work independently and collaboratively
- Working knowledge of Microsoft Office, G-Suite, Adobe programs
- Willing to expand knowledge-base through explorations and research
- Familiarity with WordPress, email campaigns/tools and social media platforms

Related College Majors:

Fine arts, Performing arts, Communications, Marketing, Graphic Design, Arts Administration, Business Administration