



Summer 2021 Marketing and Communications Internship Job Description

Arts Council of Brazos Valley, a 501 (c) (3) nonprofit organization with a 40+ year history of making the arts accessible to visitors and residents of the Brazos Valley, seeks an intern to assist in all aspects of marketing including event promotion and execution, social media, gallery show promotion, website maintenance, monthly newsletters, general advertising design, development and networking. Students interested in careers with Nonprofits, arts agencies, small businesses, or in marketing should apply.

This paid internship will provide the intern valuable, real-world experience, as well as providing The Arts Council with much needed marketing support. In addition, this internship will help participants develop professional networking skills through the opportunity to work with the general public, members, donors and media outlets throughout the Brazos Valley. Learn more about The Arts Council at acbv.org!

INTERN DUTIES AND RESPONSIBILITIES:

- Increase community awareness of the Arts Council
 - Enhance online social media presence
 - Active participation in area festivals and events
 - Assist with management of acbv.org website
 - Build relationships with organizations to increase community participation and awareness
- Assist with promoting gallery exhibitions and programs
 - Includes marketing, sponsorships, and opening event planning and execution
- Assist with marketing of The Arts Council Membership Programs
- Attend Arts Council board meetings semi-annually to report on marketing efforts
 - Includes developing quarterly reports by analyzing and reporting on marketing data
- Design ads and promotional materials for print and digital media
 - Create video clips and digital print for online and general promotional use
 - Create and distribute press releases
 - Assist with the creation and content of monthly newsletters
 - Maintain associated mailing and email contact lists
- Work with 60+ Arts Council affiliate arts organizations to improve current methods of promoting arts activities to visitors and residents of the Brazos Valley
- Perform miscellaneous office duties related to marketing and special events; including greeting customers, event ticket sales, event planning and assisting with program set-up/take down

*This is an “All Hands on Deck” organization and you will have opportunities to expand your knowledge in many fields

KNOWLEDGE AND SKILLS REQUIRED:

- Effective project management skills: ability to multi-task and work independently with minimal direction
- Excellent written and communication skills
- Computer proficient: strong working knowledge of Microsoft Office products
- Knowledge of social media, audience engagement, audience development
- Highly motivated, personable, and energetic
- Punctual and reliable
- Ability to work as part of a team

PREFERRED SKILLS:

Adobe Creative Suite; especially Illustrator, Photoshop and InDesign
Canva or other simple graphic design capabilities

SUPERVISION:

Reports directly to The Arts Council Marketing & Development Director and the Executive Director

HOURS OF WORK:

- Internship runs from mid-May to the end of July
- 15-20 hours per week required; specific hours will be coordinated with supervisor around class schedule
- The Arts Council is open Monday – Friday 8am to 5pm, Sat 1pm -4pm
- Occasional evening and Saturday work is required to staff special events

COMPENSATION:

- This internship is paid, \$1,500/semester
- This internship may fulfill the Marketing 484, Communication 484, and other course or internship requirements
- This internship may also fulfill the requirements to earn a Certificate in Advertising at Mays Business School

PHYSICAL EFFORT:

The position involves minimal physical exertion, except when assisting the production of special events, exhibits, or promotion. Walking, lifting and time outside in all weather conditions may be required on specific occasions.

APPLY:

Please submit your resume and cover letter to marketing@acbv.org with Summer Marketing and Communications Internship in the subject line