

Marketing/Social Media Intern

We are seeking a Marketing Intern with interest and experience in marketing and public relations to develop and implement marketing strategies and goals. As an Art in Action intern, you will have the opportunity to use many of the valuable skills you have already, while also learning a variety of new skills.

Responsibilities:

- Provide support to the sales, marketing and fundraising departments with achieving sales and fundraising goals, delivering programs, managing school relations, promoting events, and advocating for art
- Help ensure consistency with brand identity, web presence, and social media activities. Create social media content for Facebook, Twitter, YouTube, Pinterest, Instagram.
- Participate in creating marketing and sales collateral and campaigns including promotional materials, e-mail campaigns, social media campaigns, search engine optimization, videos, exhibitions
- Help develop and manage public relations and press contacts
- Track metrics and success criteria for marketing programs and activities

Desirable Experience and Qualifications:

- Foundation of marketing coursework required. Experience with social media, public relations, and marketing campaigns a plus.
- Strategic thinker, excellent verbal and written communication skills, team player, great attention to detail
- Ability to manage multiple tasks in a fast-paced environment
- Self-starter, strong sense of responsibility and productivity, dependable follow-through
- Proficiency with Microsoft Office and at least an understanding of the Mac platform
- Proficiency with Adobe InDesign and Photoshop a plus
- An art background is not required for this position



Benefits for the Intern:

- Exposure to all aspects of our business: sales, production, customer support, fundraising, board of directors, CRM database, finance, human resources
- Gain a deeper understanding of how marketing can contribute to the success of an organization
- The knowledge that your contributions will make a difference in a child's education by helping to bring a quality arts program to schools throughout the country
- Work with a small team of experienced professionals in a fun environment
- Experience working at a nonprofit

Position: part-time, paid

Contact: jobs@artinaction.org PH: 650-566-8339; FAX: 650-566-8319

Location: 3925 Bohannon Drive, Suite 300, Menlo Park, CA 94025

Website: artinaction.org

About Art in Action

Art in Action is a nonprofit organization dedicated since 1982 to bringing visual arts education to the classroom. We believe that a quality arts education is critical for every student's preparation for success in the 21st century, and we actively assist schools in implementing a comprehensive, standards-based visual arts program.

The Art in Action Program enriches the lives of thousands of students each year in public and private schools and other environments through an engaging, hands-on curriculum that teaches art history, art appreciation, and art techniques.

Today hundreds of schools around the country teach the Art in Action curriculum. Art in Action continues to grow, bringing arts education to more communities, more schools, more classrooms, and more children each year.