



Marketing and Design Internship Opening

Hours:	40 hours/week
Compensation:	\$13.25 an hour
Application Deadline:	April 13, 2018
Dates of Internship:	June 4 – August 10, 2018 (Flexible start date)

Eligibility: Internship positions are open to currently enrolled undergraduate college students who are currently enrolled as undergraduates, including students enrolled in associate's degree (community college) programs. Candidate must reside or attend college in Los Angeles County. Candidate must have completed at least one semester of college by June 1, 2018 or will complete their undergraduate degree between May 1-September 1, 2018. Intern must also be able to legally work within the United States.

Position Summary: The Arts Alive Marketing intern will take on the role of Marketing and Printwork Assistant to improve the image of our nonprofit alongside our Business Development Director. The internship will include an orientation, coordination training, planning for summer printed programs. The intern will have the ability to calendar and implement a social media plan to create new and fresh content. It is a daily hands on position with exposure to many facets of marketing. The internship will be completed in two phases.

Phase 1 - Learn and improve current methods of marketing and printwork used within Arts Alive office

- Work in an efficient, fast-paced environment at the Redondo Beach-based administrative office interacting mainly with the Business Development Director as well as with volunteers (some high school level) who volunteer to represent Arts Alive at events
- Collaborate with Business Development Director to incorporate new ways to market by evaluating current methods and assessing areas which need improvement to successfully reach our specific audience
- Learn proper procedures and systems of designing enrollment forms for fall and assist the with streamlining the process so each one of our partner schools has a new look to their enrollment brochure
- Learn key aspects to design and proofreading
- Understand how to put these forms onto website and make changes on a regular basis

Phase 2 Production Program

Intern will gather information from the Camp Coordinator who is on our summer school campus to produce a recital and production program for last week of camp (July). He or she will bring design ideas to the table and may even work with a middle school team of journalists to produce a weekly newsletter for camp – introducing them to media literacy and journalism techniques. During this phase, the intern will learn to layout a weekly newsletter and a recital program for the last week. Proofing and accurate layout of cast etc. is an integral part of this position.

The intern will also learn to effectively respond in a nonprofit arts environment where working within a budget is critical and where administrators are responsible for multiple areas of marketing the organization.

At the end of the ten-week internship, the intern will be able to plan and execute print work for a marketing campaign. The will be proficient Daily use social media and websites to inform families of our events. The intern will understand techniques in web design, social media photos and writing and proofing content for an arts organization.

The intern will take the role of Marketing and Design Assistant to improve the image of our nonprofit alongside our Business Development Director. The internship will include an orientation, coordination training, planning for summer printed programs. Social media will be updated weekly plus updates made to our website while creating new and fresh content.

Internship Skills, Knowledge or Other Requirements:

The Intern must have basic knowledge or education in marketing or communication theories. The intern must be a self-starter and be part of the Arts Alive mission and values to reach our students and parents. The intern should be knowledgeable in basic Microsoft Word, Excel, Adobe Illustrator, and Google Drive. The ideal candidate is Spanish-speaking, highly-motivated with concrete design skills and the ability to work independently but also collaboratively with a team of administrators.

How to Apply to Internship:

Students can apply to the internship at artsalivela.org/internship. Candidate will be required to send a resume, cover letter and two references. If student does not have access to website, these materials may also be emailed to info@artsalivela.org or brought to our Redondo Beach office. Select resumes will follow to schedule an interview.



This internship is sponsored by the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission. 179 undergraduate interns will participate in the program this year at 127 performing, presenting, and literary nonprofit arts organizations and municipal arts agencies throughout LA County. In addition to their full-time 10 week paid internship, interns will participate in educational events as part of the program, which is funded by the Getty Foundation. The educational events are designed to provide interns with a broader perspective of the vibrant arts and cultural landscape of the County. For additional information on the Los Angeles County Arts Commission, the Arts Internship Program, and for a complete list of all the internships offered this summer, visit the Arts Commission website at <https://www.lacountyarts.org/opportunities/arts-internship-program-students/about-arts-internship-program-students>