

**SUMMER OF THE ARTS**  
**POSITION DESCRIPTION: MARKETING ANALYTICS INTERN**  
**HYBRID INTERNSHIP: REMOTE AND IN-OFFICE**

**Position Summary:** The Marketing Analytics Intern will assist leadership with the promotion of all events through the creation and management of Google Ads and website management. We want an individual that will creatively engage with our organization and promote Summer of the Arts and its festivals to community and potential donors while never losing sight of our mission to provide free, inclusive, all-ages programming to the local community.

**Hours:** This internship is 10 hours per week, with more hours during festival weekends. Internships run February through August. Must be available the weekends of June 4-6 and July 2-4. The internship will be a hybrid model, beginning as a remote internship in February-April, with an in-person commitment of 1 shift per week. This will, of course, depend on future COVID-19 activity.

**Compensation:** This is an unpaid internship; we highly encourage students to take the internship for academic credit. There will be a *Getting to Know Nonprofits* workshop series and networking opportunities offered throughout the internship.

**Essential Duties and Responsibilities**

**Google Ad Management**

- With the Executive Director, develop campaigns; create and manage ad copy
- Work with key word optimization and bid amounts
- Review analytics monthly
- Must enroll in Google Ads and Google Analytics free courses for further instruction; this will be done during intern hours

**Media Reporting**

- Monitor website and social media analytics for sponsor return on investment (ROI) reports
- Screenshot social media recognition of sponsors
- Work with the Social Media Marketing and Communications interns to improve marketing content

**Website Management**

- Review website for potential changes/improvements
- Update website regularly, including the home page with weekly features
- Add events and artist and performer bios/images to website

**Knowledge, Skills and Qualifications:**

- Motivated self-starter with good time management and organizational skills; strong on follow-through
- Excellent verbal and written communication skills; an effective listener and team player
- Strong degree of integrity and high ethical approach to all aspects of assigned responsibilities
- Knowledge of standard software including Microsoft Office suite
- Experience in event or arts management, marketing, communications, or public relations preferred
- Demonstrated experience working with volunteers preferred
- Knowledge of standard software including Microsoft Office suite
- Experience with Google Ads and/or WordPress is beneficial but not required

**Outcomes**

- Develop and/or strengthen industry-appropriate skills
- Problem-solve in the moment / think on your feet in the office and at festivals
- Professionally and respectfully communicate in person and in writing
- Understand nonprofit structures, organizing principles, and the impact we have on the Iowa City community

**Position reports to:** Lisa Barnes, Executive Director

**Email cover letter, resume, and portfolio (if applicable) to:**

Lisa Barnes: [lisa@summeroftheARTS.org](mailto:lisa@summeroftheARTS.org)  
Andrea Truitt: [andrea@summeroftheARTS.org](mailto:andrea@summeroftheARTS.org)