

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

Position Summary: The Social Media Marketing Intern will assist leadership with the promotion of all festivals and events. Promote the organization on multiple platforms including Facebook, Twitter, Instagram, and Snapchat. Must be able to capture the voice of the organization and maintain a consistent tone in all marketing materials. 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

Social Media Presence & Promotion

- Work with Executive Director to develop a general social media plan for the year and each event
- Draft posts and curate photos for use on Facebook, Twitter, Instagram, and Snap Chat & LinkedIn
- Set up albums and create events on Facebook to promote festivals
- Research and review posts by other local/regional organizations and businesses to cross-promote
- Work with marketing committee to determine new/creative venues for promotion and to develop distribution plan for posters, schedule cards, etc.
- Work with the Marketing Analytics and Communications interns to improve marketing content
- Distribute promotional materials to area businesses and venues

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
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- Knowledge of a variety of social media platforms including Facebook, Twitter, Instagram and Snap Chat
- Experience in event or arts management, marketing, communications, or public relations preferred
- Demonstrated experience working with volunteers preferred

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

Andrea Truitt: andrea@summeroftheARTS.org