

Martinez Arts Association Marketing Communications Internship Opportunity

Founded in 1968 as a 501(c)3 nonprofit organization, the Martinez Arts Association (MAA) leads many community events throughout the year. Our goal is to encourage art culture and education for local youth and the community. We coordinate and sponsor art-related events such as, SWAN Day (Support Women Artists Now), Art in the Park, and the Holiday Boutique.

The proceeds from these events along with membership dues help the MAA provide scholarships to local graduating seniors in the visual arts, and grants to teachers for purchasing art supplies for their students. Martinezarts.org

MAA is currently seeking a marketing, PR or communications student for an internship opportunity. This is not a paid position.

Overview

The Intern will be an integral member of the MAA organization and manage a variety of ongoing projects: social media postings, a monthly digital newsletter, press releases, website updates and any other marketing/advertising projects as needed. They will serve as a liaison with Concord Art Association and Lamorinda Arts Association to cross-promote events such as exhibitions, plein air groups, and calls for artists.

Work Schedule: The time commitment is quite flexible, depending on how deep the intern would like to go in the various areas. To manage the basic required activities would take approximately 2-3 hours per week. The job can be done completely remotely, with optional in-person meetings for training or other reasons. We would like the Intern to commit to at least 6 months in this position. **We are looking for fresh ideas!**

Support/Training: Training and mentorship will be provided by an outgoing MAA Board Member who has been managing the function for several years.

Necessary Skills:

- Technical/computer skills
- Good solid writing and editing skills
- Be a self-starter, problem solver
- Attention to detail
- Be reliable

Benefits to Intern:

- Become familiar with the workings of a long-standing non-profit arts organization, including board meetings
- Real-world practice creating marketing communications and PR
- Valuable hands-on experience for the resume, and a letter of recommendation
- Flexible schedule, autonomy
- Opportunity to be creative and assume a leadership role

Scope of Work

1. **Newsletter:** Using the *Constant Contact* platform & templates, generate a monthly newsletter that is sent out to an email list of over 1,000 subscribers.
 - a. Source content from a variety of people and organizations
 - b. Write and edit content, select images
 - c. Prepare a newsletter draft that is reviewed by the MAA Board
 - d. Manage contacts on CC, update the email list prior to each newsletter distribution
 - e. Send the email and analyze results
 - f. Suggest future improvements, possibly test various messages and other elements
2. **PR:** Write and distribute press releases to local media
 - a. Draft content and select images as appropriate
 - b. Obtain approval from subject matter experts for accuracy
 - c. Examples include annual Teacher Grants and High School Scholarship awards, annual Art in the Park and other festivals/events
3. **Marketing/Advertising:** Help support community arts events with marketing and advertising
 - a. Post content on free social media: Facebook, Instagram, Patch, Next Door, and other sites
 - b. Recommend paid advertising as needed, manage budget, and provide technical specs to graphic designer
 - c. Write copy, work with graphic designer to create ads when needed
4. **Website**
 - a. Make updates at least monthly, using the Weebly platform. Create new content, or edit existing content.