



Marketing Intern

The Tippecanoe Arts Federation is the umbrella organization and nonprofit arts council for fourteen Indiana Counties: Tippecanoe, Benton, Carroll, Cass, Clinton, Fountain, Howard, Jasper, Newton, Montgomery, Pulaski, Tipton, Warren, and White.

TAF provides educational opportunities in the visual, performing, and literary arts, outreach programs for both underserved communities and at-risk youth, and funding for capital and operational expenses to fellow arts organizations region-wide. Established in 1976, the Tippecanoe Arts Federation serves as a model for arts advocacy by promoting the role of arts. TAF also serves as the Region 4 Arts Partner of the Indiana Arts Commission. Through this partnership, TAF provides grants, information and referral services, and technical assistance to individuals and organizations.

Position: Marketing Intern

Description: The Tippecanoe Arts Federation seeks a dynamic, self-starter to assist marketing and communications efforts. Working with a small team, this opportunity will provide exciting hands-on experience and immersion in the various aspects of marketing for a community-based nonprofit organization. This internship also offers the incumbent exposure to network with leaders in the north central Indiana arts community.

Responsibilities:

- Plan and create content for TAF's social media presence, including Facebook, Twitter, and Instagram
- Assist in planning, writing, and editing the organization's monthly e-newsletter, *Arts Intersect*
- Assist with updates to TAF's website, TippecanoeArts.org
- Write copy and design flyers, graphics, e-vites and other marketing materials
- Coordinate TAF's street team for promoting special events and programs
- Collaborate with staff on new ideas, directions, and venues for marketing and communications

Qualifications:

- Self-motivated, detail-oriented, ability to prioritize and meet deadlines
- Effective written and oral communication skills
- Ability to communicate in a professional manner with community contacts
- Firm grasp of available tools and platforms in the social media space
- Must possess a working knowledge of Microsoft Office Suite
- Proficiency in Adobe InDesign and Photoshop highly desired. Knowledge of HTML, Constant Contact, WordPress, and/or graphic design a plus.
- Working toward a college degree, preferably in a related field (e.g., English, Marketing, Communications, Public Relations, Visual Arts, or Graphic Design)

Start Date: Position open until filled, 3 – 6 month commitment preferred.

Hours: 8 – 12 hours/week, preferably twice a week in the office. Some work can be completed outside of the office.

Compensation: This is an Unpaid/Volunteer internship. Academic credit is highly encouraged and available upon school approval.