

EducArte, Incorporated

Marketing internship - job description

Available: Spring, Summer, or Fall 2021, or year-long

Why intern with EducArte?

Learn the “business side” of the arts. EducArte’s internship program demonstrates how to ethically market arts education, engage with artists, and navigate the non-profit arts sector. The internship is an excellent way to grow as an artist entrepreneur, arts administrator, and educator, while gaining experience in the production and operating systems of a new, growing non-profit arts education organization. Internships are unpaid and require a minimum commitment of about 5 hours per week, which can grow according to the intern’s goals. In return, each intern receives mentoring in areas of interest, which may include music/dance education, programming, marketing, communications, and arts administration. Interns may also participate in all EducArte workshops, master classes, and events for free.

Job description - Marketing intern

The marketing intern will work directly with EducArte’s Executive Director to support marketing tasks, as well as gain hands-on experience in marketing and social media management. Responsibilities of the intern may include, but are not limited to:

- Assisting with content creation, social media planning and posting, website maintenance, and general event support
- Editing digital promotional materials
- Assimilation of content for marketing documents and messaging, drafting marketing emails/newsletters and brainstorming grassroots marketing initiatives

The ideal marketing intern will have a flexible work schedule, strong writing skills, good communication skills, and strong competencies across social media platforms. The intern should be detail-oriented and good at time management.

About EducArte:

EducArte’s mission is to bring cultural arts education programming to people in Maryland and the Washington, DC region. We believe that engagement in the arts should be part of everyone’s daily lives and we encourage collaboration between artists and audiences in the creative process. We create in-person and virtual educational programs to promote and support local and visiting artists. Our work sparks cross-cultural communication through workshops, master classes, residencies, and community events in traditional and non-traditional arts spaces. We open spaces for cultural expression by artists and their communities on their own terms, and we invite audiences into those spaces to cultivate cultural understanding. Central to our mission is the representation of cultural practices of historically marginalized communities through our educational programming. Find out more at www.educarteinc.org.

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Graphic and media design internship - job description
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Job description - Marketing intern

The graphic and media design intern will work directly with EducArte’s Executive Director to support design tasks, as well as gain hands-on experience in creative projects and brand management. Responsibilities of the intern may include, but are not limited to:

- Developing creative assets for EducArte’s brand and specific program marketing campaigns
- Recommending and implementing design improvements for EducArte website, newsletter, social media, and other brand platforms
- Creating digital promotional materials (including images and videos) for educational programs

The ideal marketing intern will have a flexible work schedule, strong writing skills, good communication skills, and strong competencies with design softwares. The intern should be detail-oriented and good at time management.

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