



Marketing Intern Riverside Arts Center

The Marketing Intern works together with the Marketing and Administrative Coordinator to help support Riverside Arts Center's Marketing and Public Relations efforts.

Potential Projects Could Include:

- Holiday Art Fair Campaign. (Approx. 80 - 120 hours)
 - Assist in organizing and executing RAC's largest annual marketing campaign:
 - Organize the delivery and mailing of marketing materials to vendors
 - Create and schedule posts for social media campaign
 - Assist in the crafting of a press release and PSA
 - Assist in the distribution of press release and PSA
 - Submit event details to online and print community calendars
- Work onsite at the Holiday Art Fair to create live content (an additional 8 - 12 hours)
- Organize and update information on Riverside's PR contacts list (Approx. 20 - 40 hours)
- Organize and archive Riverside Arts Center digital image assets (Approx. 20 - 60 hours)
- Ypsi Fine Arts Club (Approx. 20 - 40 hours)
 - Manage the marketing and operations of the Ypsi Fine Arts Club
 - Create and manage an Instagram page
 - Maintain the Facebook group page
 - Create a campaign to attract new attendees
- Assist with survey & market research (Approx. 20 - 80 hours)
- Digitize email sign ups to our listserv: Constant Contact (Approx. 10 hours)
- Assist in creating marketing specific SOPs (Approx. 20 - 60 hours)
 - Example: How to recognize a sponsor, how to create a campaign structure, etc.
- Other related duties as identified
- Other proposals for projects related to marketing and public relations are welcome!

Proposed Hours:

- Total Hours minimum of 15 hours per week a maximum of 20 hours per week depending on the intern's availability, project goals, and school requirements.



- Administrative Work
 - M-F : On-Site, between 9am-5pm. (minimum, 4 hours per week)
 - Intern will coordinate with Marketing and Administrative Coordinator to schedule at least one day, 4-hour in person shift to collaboratively work on marketing campaigns.
 - Sat-Sun: Remote work, anytime. (approx. 6 hours per week)
 - Intern might need to be available to pick up print materials at Standard Printing, and deliver marketing packets to the Post Office.
- Onsite at the Holiday Art Fair
 - November 22nd and 23rd, (4 hours total, 2 hours each day)
- Hours may change as we adapt Intern/Staff availability