

Thursday, January 5, 2012

WINTER/SPRING Arts Administration Press & Marketing Online Internship

Please send cover letter and resume to BAX's Press & Marketing Director, Fernando Maneca, at: Fernando@bax.org Deadline: January 13, 2012 | No phone calls please.

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Academic credit and a modest stipend available.

BAX/Brooklyn Arts Exchange is seeking a self-motivated, organized individual with an interest in online marketing. A successful Press & Marketing Intern will assist the P&M Director and Assistant in the development and implementation of marketing strategies.

This will include, but is not limited to:

- Assisting in updating contact databases in FileMaker and Constant Contact
- Assisting in updating and managing Press & Marketing schedule
- Assisting in the reorganization of folders and files in the BAX Server
- Assisting in outreach and administration of artists services/opportunities
- Creating and maintaining items for the bulletin boards and sandwich board
- Proofreading marketing materials
- Maintaining BAX's website and updating content
- Maintaining Facebook & other social media sites/pages
- Increasing membership to the social media sites/pages
- Researching alternate online marketing venues/paths and report to P&M Director.

Additional Duties:

- Assist in updating the "How To" Google mini-sites
- Archive press clippings and BAX marketing materials (flyers, posters, etc.)
- Coordinate flyer/postcard mailings to dance and theater venues, schools, etc
- Outreach to schools and community organizations

REQUIREMENTS:

- Must be proficient in Microsoft Office Suite
- A working knowledge of WordPress is helpful, but not required.
- Working knowledge of Google Apps (calendar, Picasa, sites, etc.) and social media sites helpful but not required
- Some knowledge of HTML helpful but not required

Interns will receive:

- Free admission to BAX dance & theater performances, discounts on classes and workshops
- Academic Credit
- A modest stipend

Interns are expected to commit to no less than 20 hours per week from mid-January to the end of May. Duties may vary with interests, experience and needs of the marketing department. For more information about BAX visit www.bax.org.

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