

Wednesday, January 30, 2013

Online & Outreach Marketing Intern

Please send cover letter and resume to BAXas Marketing & Communications Director, Fernando Maneca, at: Fernando@bax.org No phone calls please.

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BAX/Brooklyn Arts Exchange
Marketing & Communications Department
Online Marketing & Outreach Internship

BAX/Brooklyn Arts Exchange is seeking a self-motivated, organized individual with an interest in online marketing. A successful Online Marketing & Outreach Intern will assist the Marketing & Communications staff in the development and implementation of marketing strategies. This is a perfect opportunity for a college student studying arts management or business, or a career transitioning performing artist looking to explore behind-the-scenes careers.

This will include, but is not limited to

- Assisting in updating contact databases in FileMaker and Constant Contact
- Assisting in updating and managing Marketing & -Communications schedule
- Assisting in outreach and administration of artists services/opportunities
- Creating and maintaining items for the bulletin boards
- Proofreading marketing materials
- Maintaining BAX's website and updating content
- Maintaining Facebook & other social media sites/pages
- Researching alternate online marketing venues/paths and report to the M&C staff.

Additional Duties:

- Assist in updating the "How To" Google mini-sites
- Archive press clippings and 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

Commitment: 20-24 hours per week, mid-January to end of May

Interns are expected to commit to no less than 20 hours per week. 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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