Wednesday, September 25, 2013

Online Marketing & Outreach Internship

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

Part time: 20-24 hours per week
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 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:

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

Additional Duties:

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

REQUIREMENTS:

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

Interns will receive:
ïƒ± Free admission to BAX dance & theater performances, discounts on classes and workshops
ïƒ± Academic Credit
ïƒ± A modest stipend

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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