MARKETING / SALES / ADVERTISING INTERN

Description
A New African Art Gallery/Center in downtown Springfield, Illinois is looking for a qualified intern to join our marketing/advertising team, and seeks an intern who can participate in various stages of print and online marketing campaigns.

This intern should be prepared to work in a fast-paced team environment, and will finish the internship having gained broad experience in various aspects of art marketing, sales, and advertising.

Responsibilities

- Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
- Assist in the distribution or delivery of marketing materials
- Assist with gallery prep and showroom design
- Assist with execution of exhibit shows
- Assist with the preparation and delivery of training materials
- Perform analysis of marketing and sales data
- Seek and analyze competitor marketing and sales materials both on and offline
- Prepare presentations
- Open and sort mail/provide customer service
- Enter contact information into contact management systems
- Provide support to social media efforts
- Maintain tracking report of public relations activity

Requirements
Gallery is looking for an undergraduate student in the Springfield area who is majoring in Sales, Marketing or Advertising. This person should have excellent verbal and written communication skills, with extensive knowledge of Web and social media. PowerPoint, Word and Excel experience is a bonus, and will be considered when choosing the best applicant for this internship position. Background check required.

Majors-Marketing, Sales, Advertising, Computer Science, Mathematics, Language

Email resume to: Lynn Williamson elwmson@gmail.com
SOCIAL MEDIA INTERN

Description
Forward-thinking, Art gallery/center is looking for an intern with strong knowledge and understanding of the digital media landscape, including various social media websites. Our Gallery is currently designing our website, and will soon launch a social media campaign. The intern chosen for this position will need strong critical thinking skills in order to integrate into our vibrant and passionate team who are very excited to share this exciting launch with an intern hoping to gain a ton of great online experience.

Responsibilities

- Contribute to website redesign project in various ways
- Monitor and post on blogs, forums, and social networks
- Online outreach and promotion using Facebook, MySpace, LinkedIn, Twitter, and more
- Website and social media optimization
- Keyword analysis
- Cost/benefit analysis

Requirements
Students applying for this internship should be Marketing/Business or Language majors, with 3 years of experience on the Web and a solid understanding of “The Art’s” markets. Background check required.

Majors-Marketing, Business, Communications

Email resume to: Lynn Williamson elwmson@gmail.com
OUT OF AFRICAHERTAGE GALLERY & ART CENTER

Public Relations Intern

Description

A small African Art Gallery handling busy clients, is looking for an intern interested in learning all aspects of the public relations field. The intern who fills this position should expect to learn the field from top to bottom, and will complete graduate from this program ready to enter any fast-paced business that has a high focus on public relations with excellent skills. It’s essential that applicants to this position have excellent communication skills, demonstrate creativity, and understand the importance of attending to even the smallest details.

Responsibilities

- Monitor all forms of media
- Schedule and coordinate speaking engagements, appearances, photo shoots, and other special events
- Write press releases and other materials
- Assist with phone calls
- Assist with mailings, print production
- Create interview preparation materials
- Compile contact lists
- Search for press clippings
- Create or update databases
- Greet guests and clients

Requirements

Students applying for this internship must have strong communication skills and should be majoring in Public Relations, Communications, Marketing or Journalism. Applicants should also have strong writing skills, as well as a solid understanding of social media. Only interns proficient with Microsoft Excel and other Microsoft Office applications should apply. Background check required.

Majors—Public Relations, Marketing, Communications, Journalism

Email resume to: Lynn Williamson elwmson@gmail.com
OUT OF AFRICAHERITAGE GALLERY & ART CENTER

Email resume to: Lynn Williamson elwmson@gmail.com

Fine/Liberal or Performing Arts Intern

Description
An African Art Gallery/Center in a busy downtown area is looking for an intern to join our team and learn the ropes of managing a program based gallery in the midst of a hectic and exciting schedule. The intern selected for this position should expect to be involved in all aspects of gallery management.

The benefits to the intern are exciting and important. They include working with a great team of art enthusiasts who care deeply about producing quality work, learning the ins and outs of gallery/program management, helping to promote some of the best artist this area has to offer. In return the intern should bring essential skills to this position: excellent communication skills, attention to detail, the ability to work independently on important projects, and most importantly, a strong interest in the arts--specifically African.

Responsibilities

- Perform African artifact background research
- Assist with implementation of new programs
- Develop promotional materials
- Perform online marketing and promotion
- Assist with documentation and analysis of program/exhibit/shows

Requirements
Excellent computer skills are a must, with experience working on the Web and in social media. Excellent research, written and oral communication skills, excellent organizational skills and attention to detail are important. Intern needs to be able to work independently with minimal supervision. A strong interest in entering a position in the non-profit sector--the arts, theater, museums--is vital. Prefer art, drama, or majors music majors. Background check required.

Majors- Art, Business, Drama, Music, Marketing