

BAX/Brooklyn Arts Exchange

WINTER/SPRING

Arts Administration Press & Marketing Online Internship

Part time: 20-24 hours per week, mid-January to end of May
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.

Please send cover letter and resume to BAX's Press & Marketing Director, Fernando Maneca, at: Fernando@bax.org

No phone calls please.