



## Arts Center of the Ozarks Marketing & Event Summer Internship 2020

**Position Title:** Marketing & Event Intern  
**Organization:** Arts Center of the Ozarks  
**Address:** 214 S. Main Street, Springdale, AR 72764  
**Supervisor Name:** Erin West  
**Supervisor Contact:** [erin@acozarks.org](mailto:erin@acozarks.org), 479-283-4073

### TERMS OF EMPLOYMENT

A. **BACKGROUND CHECKS:** This position does not require a background check outside of any requirements listed by Tyson Summer Community Internship Program.

### B. ELIGIBILITY

- A. Be a currently enrolled, undergraduate student who will be returning to college as a full-time (12 credit hours) sophomore, junior or senior in the fall of 2020.
- B. Submit written enrollment verification from their college or university confirming the student's enrollment status to United Way of Northwest Arkansas.

### C. WORK SCHEDULE & CONDITIONS

- A. This is a full time (35 hours per week) position, and may include night and weekend responsibilities.
- B. This position is not eligible for sick, vacation, and holiday leave during employment.
- C. Applicants should be able to lift 25lbs and be able to be on their feet for long periods of time. Applicants may also be required to sit for long periods of time.

### D. BENEFITS

- A. **SALARY.** The individual shall receive a \$3,200 salary distributed bi-weekly in equal amounts for the duration of employment.
- B. **PROFESSIONAL DEVELOPMENT.**
  - The United Way of Northwest Arkansas will provide an in person orientation and three professional development opportunities to the employee.
  - Employee will be invited to attend a Q&A luncheon with a minimum of two members of our board of directors and observe a board meeting if one falls during the duration of the internship.
- C. **TICKETS & MEMBERSHIP.** The individual will receive 2 tickets to any ACO produced performance during the duration of their internship and a complimentary 1 year membership to the ACO.

## **E. EVALUATIONS**

- A. The employee will receive an evaluation of their performance at the end of their employment from their direct supervisor. The evaluation also includes a self-evaluation and program evaluation.

## **RESPONSIBILITIES**

### **A. POSITION PURPOSE**

- A. We are looking for an energetic and self-motivated Marketing & Event Intern who is proactive, curious, and passionate about the arts.

#### **Marketing, PR & Sales:**

- A. The intern will support day-to-day marketing and communication needs and long-term projects by working in the following areas:
  - The intern assists the marketing department in various office duties such as managing audience communications and mailings, distributing promotional materials, collaborating on annual and targeted marketing planning, contributing to the creation and development of email campaigns, press releases, and social media content, and implementing viral and grass roots marketing efforts.
  - Intern will create an annual social media calendar considering all aspects of our organization, giving care to industry standard timing for promotion of multiple types of performances and events across our interdisciplinary organization.
  - Intern will gain experience in communicating with the press, writing press releases and creating a press release schedules based on current season activities.
  - Intern will assist on various sales projects including annual subscriptions, program ads, and season sponsorship campaigns.
- B. Interns will leave the program with a clear understanding of the operations of a non-profit arts organization's marketing and public relations department.

#### **Event Planning**

- A. The intern will be a crucial component of the special events team, assisting in planning of season kickoff events including the Opening Night Gala, and preliminary planning of additional upcoming cultural, fundraising, and special events.
  - Intern will gain experience in the planning and execution of small and large scale events for the purposes of audience development, fundraising, and expanding the artistic experience.
  - Intern will assist in coordinating all aspects of the event, including invitations, catering, logistics, and event post-mortems.
  - Intern will assist on long term projects such as cross promotions with other area arts organizations, the Downtown Springdale Alliance, and local businesses.
- B. Intern will leave the program with a clear understanding of how a successful event is built from start to finish within the non-profit sector.

#### **Volunteer Engagement**

- A. The intern will work closely with Arts Center of the Ozarks Program and Communications staff members to increase volunteer recruitment, training, and

engagement in support of our programs. The internship requires a creative thinker with strong communication skills and a passion for community empowerment and the arts.

- The Intern will work to assess and improve upon our current volunteer-related systems, while collaborating on the creation of digital and physical marketing/ outreach materials to engage thousands of supporters and potential volunteers at performances and events, and via e-blasts, emails, websites, and social media posts.
  - The intern will assist in the planning and execution of special events designed to deeply engage past, present, and future volunteers.
  - The intern will develop a volunteer manual with clear policies, guidelines, and procedures for each department of volunteerism.
- B. The intern will leave the program with experience in communicating with, procuring, and developing volunteers in a non-profit arts organization.

## **B. DUTIES**

- A. Design and present new social media campaign ideas.
- B. Collaborate on annual marketing planning.
- C. Assist in development of cross-media marketing calendar.
- D. Assist with daily administrative duties.
- E. Monitor all social media platforms for trending news, ideas, and feedback.
- F. Prepare detailed promotional presentations.
- G. Research and evaluate competitor marketing and digital content.
- H. Contribute to the creation of mock-ups, email campaigns, press releases and social media content.
- I. Assist with audience development and outreach by distribution of promotional material.
- J. Assist in planning, logistics, and set up of special events.
- K. Work closely with Box Office staff to provide ticketing assistance to patrons and front of house management for all ACO productions.
- L. Manage and update company database and customer management system.
- M. Write acknowledgement letters.
- N. Create volunteer manual.
- O. Other projects as they arise.

## **C. COMMUNITY IMPACT**

- A. The Arts Center of the Ozarks is known for involving community members in every aspect of our organization. Community theatre enriches the lives of those who take an active part in it, as well as those in the community who benefit from live theatre productions and arts experiences and the economic impact thereof. On either side of the curtain, those involved represent a diversity of age, culture, life experience, and a strong appreciation of the importance of the arts. By assisting in the adequate marketing and promotion of the ACO season as a whole and individual events or performances, as well as the proper engagement of volunteers, the intern will help build a sense of community pride in our organization and in the arts scene in downtown Springdale. Their skills will help promote ACO events as a catalyst for further economic development in downtown Springdale. Proper planning and promotional execution will help drive patrons to the

ACO as well as other businesses as they plan their evenings out. The intern's collaboration with other local organizations will maximize the potential impact ACO events in the community.

## **QUALIFICATIONS**

- A. In order to become an intern with Arts Center of the Ozarks, interns should prepare themselves by developing an understanding of the hard work and skill required to be successful in the world of a non-profit community arts organization.
- Be socially mature and self-confident.
  - Possess an in-depth knowledge of marketing techniques and social media platforms.
  - Possess strong communication skills.
  - Have a strong work ethic.
  - Be a natural team player.
  - Should take direction & criticism well.
  - Be consistent and dependable in their work habits.
  - Have the ability to multi-task and know how to work efficiently in a fast-paced environment.
  - Work comfortably and effectively in a highly collaborative environment.
  - Be self motivated and show initiative.
  - Be willing to try new things and work in many other departments to accomplish common goals.
- B. Experience or coursework in communications-related fields is desirable. Basic computing skills required. Excellent organization, interpersonal, writing and proofreading skills are essential. Experience in graphic design and programs such as Adobe Illustrator or other content creators is a plus.

## **LEARNING OBJECTIVES**

### **A. CAREER DEVELOPMENT**

Arts Center of the Ozarks will provide training, guidance and support, as well as the opportunity to experience the nonprofit industry from the inside and gain valuable work experience. While interning at Arts Center of the Ozarks you can:

- A. Bridge the gap between your collegiate work and your professional life by working with a growing non-profit organization in a creative and supportive atmosphere.
- B. Build a professional network with relationships you establish during your internship.
- C. Gain a working knowledge and understanding about both the non-profit sector and a community arts organization from the inside and decide if this is the right career field for you.
- D. Gain an understanding of of nonprofit management, marketing, event planning, and community engagement.

### **B. SKILL DEVELOPMENT**

- A. Our interns will develop or hone strong **communication and interpersonal skills** that are essential for marketers. You may be interacting with patrons and volunteers as well as your co-workers and supervisors. The ability to communicate effectively affects one's ability to relate well to others. It's important to be able to build and maintain relationships and be the kind of person team members want in the office with them every

day. Honing these skills will help interns become individuals who can identify the wants and needs of others and who can recognize and acknowledge the value of differing perspectives.

- B. Your ability to communicate and relate well to others is certainly important for **collaboration**, as is the capacity to work with others toward a common goal.
- C. Common to all marketers, whatever field they are in, our interns will learn **organizational and planning skills**. Developing integrated campaigns, planning community events, or producing a comprehensive marketing strategy requires good **time management skills** and the **ability to prioritize** your workload effectively.
- D. **Adaptability**. In the non-profit world, we often wear many hats as one takes **initiative and ownership** over all aspects of a project to get things done. One day you might find yourself supporting the marketing team and the next day performing customer service. While you may have an interest in a particular aspect of an industry, a willingness to become familiar with the different parts of an organization is definitely viewed as an asset.
- E. **Critical thinking** is developed as our interns are encouraged to ask questions in order to understand an issue from all possible angles, and to pose creative solutions to challenges.

**C. PERSONAL GROWTH AND DEVELOPMENT**

- A. Through this internship, students will be able to provide evidence that they have initiative, are reliable, and have a sense of responsibility.
- B. Interns will gain confidence in their capability by practicing and improving their skills while also learning how to work. They will gain a better understanding of how what they are learning in school can help them with their future. Being successful in the real world can inspire a student to work harder at school, and be more willing to take on challenges or be outside of his/her comfort zone.
- C. Interns will build a professional network that can be a resource. A network can help a student make well-informed decisions about their career and connect them with other professionals or opportunities that will help a student achieve success in a field.

SIGNATURE (this will be signed at the point of employment with the student)

Employee Name	Supervisor Name
Employee Signature	Supervisor Signature
Signature Date	Signature Date