



Marketing & Social Media

Marketing & Social Media Internship

The Marketing & Social Media intern will discover the ins and outs of marketing while assisting with projects such as contests, social media campaigns and much more. This internship is geared for students studying marketing, communications, or a related field. Students will be able to gain a deeper understanding of best social media practices while playing a role in the representation of ArtsQuest across several social platforms. Interns will receive hands-on experience with advertising via print media by connecting with local business to distribute flyers and other promotional materials.

Responsibilities may include:

- Monitoring company Facebook, Twitter, Pinterest, Instagram, and other social media accounts
- Assist in the creation of social media campaigns
- Strategize new ways to reach core markets across multiple digital mediums
- Delivering advertisements and other materials to businesses in the greater Lehigh Valley area
- Interns may be present at many ArtsQuest events where they will act as photographers and videographers
- Meet and engage with patrons at events
- Staying up to date with emerging trends and styles across social platforms
- Interns will be required to work at least **15-25** hours per week or as needed to fulfill credit requirements

Qualifications:

- Currently enrolled in a full time undergraduate or graduate degree program
- Excellent written and verbal communication skills
- Experience using Facebook, Instagram, Twitter, etc. is preferred
- Ability to set and adhere to strict deadlines
- An interest or passion for the arts
- Ability to lift up to 25 pounds without accommodation
- Use of a personal vehicle for deliveries and trips to events
- Knowledge of HTML, CSS, and other languages is preferred

If you are interested in applying to the internship outlined above, please visit our website at www.artsquest.org/internships and fill out the application form. If you have any questions please contact internships@artsquest.org