California Alliance for Arts Education
Marketing and Development Intern
Job Description

About the California Alliance for Arts Education

The mission of California Alliance for Arts Education is to promote, support, and advocate for visual and performing arts education for preschool through post-secondary students in California schools. Learn more at www.artsed411.org.

Introduction

The Marketing and Development Intern will work closely with Alliance staff to advance marketing and development objectives for the organization and will gain valuable hands-on experience in nonprofit advocacy organization while improving their communication and organizational skills. The intern's responsibilities will include research, writing, editing and project management for a nonprofit whose mission is to advocate for arts education in California public schools.

Duties and Responsibilities

The intern's duties and responsibilities will include:
- Researching new grant and marketing opportunities
- Assisting in the preparation of grant proposals and letters of inquiry
- Brainstorming fundraising ideas for expanding the Alliance’s base of support
- Planning and preparing materials for Alliance-sponsored events
- Updating the donor database
- Developing and updating content for the Alliance’s online communication tools
- Developing and updating content on the Alliance’s website and social networks; content will be provided by the Communications Director and by checking relevant news sources for arts education stories
- Identifying new ways to promote the Alliance website and messaging, including new social media opportunities
- Working with the Communications Director to design new spreadsheet to track online communications metrics
- Assisting in the development of training materials and content digests for members of our statewide local advocacy network
- Updating the Alliance’s media contact list on an ongoing basis
- Participating in staff meetings
- Providing input on and support for ongoing projects
- Providing operational and administrative support as needed to the Alliance staff

To prepare for this work, during the first week, the Marketing and Development Intern will receive training on the current status of arts education in California public schools, Alliance messaging and style guide as well as technical aspects of our online communications platforms, grant protocols and development operations.
Qualifications

- Strong reading, writing and proofreading skills
- An interest in arts education, good storytelling and new marketing trends
- Familiarity with the tools available on Facebook and Twitter
- Ability to do web searches and provide findings
- Good organizational and project management skills
- Ability to work well with staff and our network of volunteers
- Fluency with Microsoft Word, Excel and Powerpoint

Learning Objectives

At the end of the internship, the student will learn how to utilize various media sources to market an organization and advocate for arts education issues. The intern will also learn how to research grant opportunities and will gain an understanding for what is involved in submitting grant proposals. S/he will also learn how to collaborate with a team to advance marketing and development goals. The intern will gain valuable insights into nonprofit arts administration and the value of arts in the community. Lastly, the intern will gain important organizational and communication skills s/he can utilize in the future.

How to Apply

To apply, please email resume and cover letter to Jennifer Wong at jennifer@artsed411.org. Questions? Please call 626-578-9315 x 101 or email jennifer@artsed411.org.