

# THELMA

THELMA SADOFF CENTER FOR THE ARTS

**Marketing Internship  
Unpaid, 15 - 40 hrs/wk**

## Our Mission:

THELMA is a 501(c)(3) nonprofit organization enriching our community through the arts.

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Marketing Intern. This unpaid internship will focus on training and supporting individuals through mentorship to experience, learn and develop leadership skills.

## Objective:

The Marketing Intern will be responsible for assisting the organization in the development and implementation of its marketing, business development, and public relations plans. This will be accomplished through developing, maintaining and expanding marketing channels and creating content and materials for events at THELMA.

## Goals:

- Effectively drive brand awareness, engagement and patron involvement
- Achieve a strong, visible online presence and develop concepts with viral potential
- Creating and sharing relevant and valuable content that attracts, educates, motivates, and inspires participants and supporters so that they can help achieve our mission

## Tasks:

- Assist in coordinating various marketing including THELMA's current events flyers, concert posters, flyers, artist postcards, lobby signs, drink menus in Adobe InDesign all while maintaining a cohesive brand image.
- Take photos at THELMA events
- Prepare and edit images in Adobe Photoshop
- Write website descriptions, press releases and social media posts
- Update weekly e-blast in Mailchimp
- Update THELMA's Prezi slideshow
- Enter calendar submissions

## Qualifications:

- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills
- Ability to learn software programs and photography basics
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team



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**Marketing Internship  
Application  
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Date \_\_\_\_\_

Last name \_\_\_\_\_ First name \_\_\_\_\_ Middle \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

What hours are you available?

Time/Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
From							
To							

Please list any internship/volunteer experiences you have had: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please give a brief description of your intership goals: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_