



Social Media & Marketing Internship – Undergraduate Level

Interested in marketing strategy, audience research, social media, and artmaking?

Join the Palo Alto Art Center team for an internship dedicated to marketing, design, research, and social media strategy. The intern will work directly with the Art Center's Director and Social Media Team to support the Art Center's artmaking studios and upcoming public programs.

In this role, you will...

- Plan and execute social media campaigns on Facebook, Twitter, and Instagram
- Research compelling data and stories to be shared through social media channels
- Assist with documenting program activities, through photography and videography, to be used in marketing efforts
- Collect audience research related to class, program, exhibition, and event attendance
- Participate in marketing campaigns focused on the Art Center's programs and exhibitions
- Design promotional materials, such as flyers and digital marketing images for social media
- Collaborate with program staff to market events, classes, and workshops
- Attend weekly check-in meetings with Social Media Team
- Evaluate the success of marketing campaigns and present findings to the Social Media Team in weekly meetings

You are a great fit for this role if you are...

- Enthusiastic about working with the public in a museum setting
- Interested in artmaking processes, contemporary art practices, and art engagement strategies
- Excellent organizational, written communication, editing, and computer skills
- Experienced social media user, ideally in a professional setting
- Detail-oriented and experienced with research strategies
- Skilled in time management, prioritization, and organization
- Flexible, able to self-start, and have a passion for the arts and/or creative endeavors
- Photography and/or videography experience preferred
- Graphic design experience preferred

When you will work...

This position is approximately 30 hours per week for 10 weeks with flexible start and end dates. Candidate would ideally start in late spring 2023 and work until early August 2023. Remote and hybrid work options are available depending on the candidate's preference.

Your compensation...

\$18 per hour

Ready to join the team? Here's what to do...

Please submit a cover letter, resume, and writing sample. In the cover letter, please address the following questions:

- Why do you feel you would be a good fit for this internship?
- How does this internship support your professional goals?

Send all materials to Grace Pegan Abusharkh, Community Engagement Specialist, at grace.abusharkh@cityofpaloalto.org. Applications will be considered on a rolling basis.

The Palo Alto Art Center is committed to fostering the next generation of arts professionals through teen engagement, internships, and fellowships. We value diversity of cultures, races and ethnicities, countries of origin, ability levels, ages, religions, and gender expressions. We encourage individuals who are traditionally underrepresented in the museum field to apply.