



Internship Job Description
Academic Year 2017-2018

Baum Gallery Internship: Marketing and PR

Department: Baum Gallery
Reports to: Brian Young, Director of the Baum Gallery

Overall responsibilities: Assist with marketing, public relations, social media, and programming efforts in promotion of the Baum Gallery at UCA

Key areas of responsibility:

- Update comprehensive media list for the gallery
- Assist with marketing research
- Promote the gallery through social media outlets including Twitter, Facebook, Youtube, Instagram, and Tumblr
- Post gallery exhibitions and programs in online and print media calendars
- Document all marketing efforts in a daily log
- Offer creative ideas for marketing and public relations efforts
- Other duties as assigned

Term of employment: Two semesters: Fall 2017/ Spring 2018 (only continuing into spring if work is satisfactory)

Hours Required: A minimum of **10 hours per week** (but not to exceed 100 hours per semester)

Required Qualifications:

- Junior or senior-level student **majoring or minoring in marketing, public relations, journalism, art, art history, or related field**
- Strong communication and organizational skills
- Attention to detail
- Creativity
- Positive attitude and strong work ethic
- Computer proficiency; knowledge of graphic design programs helpful
- Preference given to those with a minimum 3.0 GPA

Payment: Interns will be paid **\$1000 per semester** in two payments

Start Date: Interns will begin fall of 2017-those with availability in early August 2017 will be given preference

To Apply: Please send a resume along with a letter of interest. Please include a possible start date and at least two references to Brian Young: bkyoung@uca.edu. Deadline: All who submit by June 30, 2017 will be given full consideration.