

Membership and Marketing Intern Job Description

Lux Center for the Arts is a 501(c)(3) non-profit organization. This mission of Lux Center for the Arts is to enhance the lives of a diverse public through the visual arts by providing exceptional learning opportunities in contemporary art, craft, and design. These opportunities, honoring the legacy of arts educator Gladys M. Lux, include art classes, residency programs, gallery exhibitions, and community outreach.

Lux Center for the Arts has an active Marketing Committee, which helps plan and implement marketing strategies for the following programs:

1. Gallery Exhibitions
2. Art Education Programs
3. Special Events including fundraising events, lectures, community events, and the like
4. Gladys M. Lux historical print collection exhibitions
5. Fundraising activities including membership campaigns, solicitations and recognition, donor solicitation and recognition

Responsibilities

Marketing Materials (Interactive)

- Assist with updating LUX Center website.
- Update and maintain social media presence.
- Submit openings and other events to online calendars.

Marketing Materials (Print)

- Update distribution lists for marketing pieces based on program needs as listed above.
- Distribute marketing pieces around Lincoln.
- Assist with bulk mailings.

Public Relations

- Assist with coordinating off-site events, activities, and presentations.
- Assist with First Friday openings.
- Assist with writing and distributing monthly press releases.

Research and Analysis

- Assist in gathering demographic data on current users/consumers.
- Determine strategies and tactics for reaching new audiences.
- Analyze past usage and compile reports.
- Analyze Google Analytics and Constant Contact and compile reports.

Marketing Manual

- Update current marketing manual.
- Assist with Style and Standards manual for all print, interactive, and other forms of communication.

Time Commitment

10-15 hours per week and attend First Friday gallery openings once a month.

Reports to

Membership and Marketing Intern is supervised by and reports to the Membership and Marketing Coordinator.

Qualifications and Skills

Intern must be a graduate or undergraduate student in marketing, advertising, public relations, business administration or graphic design. Additional experience in an art organization or non-profit organization is a plus. Candidate must be self-motivated, detail oriented, able to work independently, and able to follow instructions. Excellent verbal and written communication skills, having reliable transportation, and advanced word processing skills are required. Knowledge of Adobe design products and Microsoft Excel and PowerPoint is a plus. There is no compensation for the internship. Credit may be obtained for this internship through local universities.