

ANN ARBOR SUMMER FESTIVAL POSITION DESCRIPTION

Title of Position: DIGITAL MARKETING INTERN

Organization: Ann Arbor Summer Festival
Location: Ann Arbor, MI
Web Site: www.annarborsummerfestival.org
Category: Graphic Design, Arts & Entertainment Industry

Hours Required per Week: Minimum 18-24
Commitment: 4-6 months
Tentative Start Date: 02/01/2010
Tentative End Date: 07/15/2010
Festival Dates: June 18-July 11, 2010

Area of Focus: Multidisciplinary Performing Arts

General Purpose of Position:

The Ann Arbor Summer Festival is seeking a web-savvy, enthusiastic and diligent individual to implement and maintain digital marketing strategies for the 2010 festival. This internship provides an opportunity for design, marketing, and communications students to get practical, hands-on knowledge in arts and entertainment industry. Hours are flexible and adaptable.

Responsibilities:

1. Input information in Content Management System (including multimedia)
2. Process images
3. Scheduling, sourcing and publishing online content
4. Editing, uploading and promoting multimedia content including video, audio, image galleries and PDF downloads
5. Copywriting, proofing and building regular editions of e-Newsletter
6. Contributing to, monitoring and maintaining social networking profiles (Twitter, Facebook, YouTube, MySpace, Flickr etc)
7. Tracking web statistics and documenting online campaigns
8. Perform other duties as assigned

Requirements:

The successful applicant will have extensive experience with social networking sites; graphic design training and working knowledge of InDesign, Quark,

Photoshop and PowerPoint, and Macintosh environment; solid organizational and time management skills; and the ability to multi-task and work in a fast-past environment; and interest in the arts and entertainment field.

Please submit cover letter with resume, weekly hours available, ideal areas of focus, and internship duration sought to Amy Nesbitt at arnesbit@umich.edu.

Candidates are asked not to request submission status updates.

Resumes are kept on file for future consideration.

If your qualifications match current openings, you will be contacted directly.
Thank you.