



LEXARTS

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Lexington Kentucky  
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## **Communications and Marketing Internship Winter/Spring 2017**

### **Mission Statement**

LexArts promotes quality arts experiences for the benefit of people in Central Kentucky through funding, advocacy, technical assistance, communication and programming initiatives.

### **About LexArts**

LexArts is a non-profit organization that works for the development of a strong and vibrant arts community as a means of enhancing the quality of life in Central Kentucky. Through its annual *Fund for the Arts*, LexArts has raised millions of dollars in support of local arts. In turn, LexArts underwrites the operating expenses for a variety of partner organizations, offers affordable exhibition and performance space for eligible organizations, as well as competitive grants for community outreach projects. In addition, LexArts provides a wide range of programs designed to integrate the arts into our daily lives including *Gallery Hop* and *Arts Showcase Weekend*.

### **Time Commitment**

Candidates must commit to a minimum of 12-15 hours per week. Days/times are flexible and most often will fall within the hours of 9am and 5pm, Monday-Friday. Occasional nights and/or weekends may be required.

### **Overview**

Provide marketing, public relations and event support, including assistance with and implementation of LexArts fundraising initiatives.

### **Responsibilities**

- Create and distribute weekly e-newsletter *ARTScope...this week in the arts*
- Assist in producing *ARTMatters*, LexArts' quarterly print and electronic newsletter, including writing and editing content
- Write and/or edit press releases
- Create monthly social media campaigns
- Help gather stories and testimonials for use in publications, website and social media
- Create targeted emails to various LexArts audiences
- Assist in developing marketing materials for LexArts-sponsored initiatives, e.g. Gallery Hop, Lexington Youth Arts Council, Business Volunteers for the Arts, etc.
- Other duties as assigned

### **Qualifications**

- Proficiency with Microsoft Office Suite
- Graphic design skills are a plus
- Excellent written and verbal communication skills
- Desire to develop and sharpen marketing and communications skills
- High attention to detail
- Ability to accomplish tasks with minimal supervision
- Self-starter with ability to problem solve creatively
- Ability to multi-task and focus amid possible distractions

### **\$500 stipend on successful completion of the internship**

### **Please email letter of interest and resume to:**

Maury Sparrow, Communications Director | [msparrow@lexarts.org](mailto:msparrow@lexarts.org)