



LEXARTS

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Communications and Marketing Internship Spring 2018

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 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