



OGDEN CONTEMPORARY ARTS

## Marketing Internship

Ogden Contemporary Arts is looking for an enthusiastic marketing intern to join our team and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies.

As a marketing intern, you will collaborate with OCA's Executive Director and Board of Directors in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing within the art and event industries.

## Responsibilities

- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on competition
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Prepare promotional presentations
- Help distribute marketing materials
- Help organize art exhibitions and events

## Requirements

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office and Adobe Creative Suite
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics and Google Ads)
- Passion for the arts
- Current enrollment in college