



Celebrating 50 years of creating a vibrant community through the arts!

### **Graphic Design and Social Media Intern:**

As a non-profit art gallery, Blue Line Arts presents multiple art exhibits on an ongoing basis, providing opportunities for artists and visitors of all ages to engage with and create art.

We present multiple workshops, lectures, camps, and other events that require both print, media and social media marketing.

The intern will work directly with the executive director in developing, refining and promoting a single, cohesive voice for the organization on multiple platforms.

### **Qualifications**

- Excellent skills with PC computers, templates, Photoshop, InDesign, Illustrator and Dreamweaver;
- Knowledge of social media applications and tools;
- Ability to take direction and receive constructive design analysis;
- **Strong** attention to detail;
- Interest in creative arts;
- Strong communication skills;
- Ability to work in a team and independently;
- Ability to listen and design according to the organizational & brand voice;
- Creative mind;
- Available for staff meetings (1x) per week and 3rd Saturday Art Walk receptions.

### **Responsibilities**

#### **Social Media guru:**

Assist with management of all social media platforms  
Email Marketing  
Website updates  
Analyze and evaluate social media campaigns and strategies  
Create and maintain a social media calendar and posting schedule using CoSchedule  
Develop opportunities to interact with followers  
Report on effectiveness of campaigns  
Monitor trends in social media  
Create and upload video content  
Digitally document gallery receptions and events as needed.

#### **Graphic Design work:**

Design print and digital print collateral media  
Digital postcards, posters, and flyers for multiple events and exhibits:  
gallery exhibitions  
art education programming  
Develop printed communications with members, staff and board of directors as needed