



Short North Alliance Public Relations & Marketing Internship

Develop your public relations, marketing, writing and event planning skills in one of the most exciting and dynamic urban communities: The Short North Arts District!

About the Organization

The Short North Alliance is a 501(c)3 non-profit organization that serves both the property owners and business owners of the Short North Arts District. Our mission is to nurture the Short North Arts District as a vibrant and balanced residential, cultural and business community and as a regional and national destination through: advocacy; public realm improvements; arts and cultural community engagement, creative marketing and programming; and fundraising.

The Short North Alliance internship offers insight into business administration, public relations, marketing, and event planning, as well as the world of not-for-profits.

Public Relations & Marketing Intern Roles and Responsibilities

Public Relations & Marketing Interns report to the Short North Alliance's Marketing & Communications Manager. Interns assist with promotional efforts including writing featured articles and blog news spotlights, coordinating District initiatives and projects, and managing content on the official Short North website, Shortnorth.org. Interns also assist in coordinating the marketing, promotion, and monitoring of events such as Gallery Hop and other specific initiatives. Additional tasks include office and administrative duties such as strategic data collection, managing phone communications, inventorying and organizing, and deliveries to and direct communication with 200+ Short North businesses.

Minimum Qualifications

Candidates must possess strong written and verbal communication skills, standard computer skills including proficiency in Microsoft Office, strong maturity and dependability, efficient organizational skills, and ability to follow detailed instructions. Desired degree programs include: Journalism, Business Administration, Marketing, Public Relations, Communications, English or other writing based major.

Applicants must demonstrate their ability to meet these minimum requirements in order to be considered as candidates:

- Have availability for a minimum of 15 hours per week
- Have availability for this schedule of events:
 - Gallery Hop, first Saturday of every month, from 4 – 10 pm
 - Short North Alliance Meeting & Exhibition Space openings, Friday before Gallery Hop, from 4 – 10pm, in February, May, August, and November
 - Short North Gala, May 4, 2014
 - HighBall Halloween, October 20 – 27, 2014
- Must have a laptop to bring to work
- Must have reliable transportation
- Must have completed at least four semesters or six quarters of a Bachelors program
- Available to start internship the week of February 3, 2014

Compensation

Interns receive a \$100 monthly stipend at the conclusion of each month worked in the internship.

Application Instructions

Interested applicants should send a resume, cover letter and three writing samples (blog posts, articles, or similar short non-fiction samples) to info@shortnorth.org with the subject: **Short North Alliance Marketing Intern – Your Name** by Monday, January 20, 2014. No calls will be accepted.