



Kala Art Institute Communications Department Internship

An internship at Kala Art Institute offers “hands on” experience working in a lively and stimulating artistic and creative environment in West Berkeley. Kala Art Institute's mission is to help artists sustain their creative efforts over time through its Artist-in-Residence and Fellowship Programs, and to increase appreciation of this work through exhibitions, public programming and educational efforts. Interns receive individual training in all aspects of communications and marketing management. Interns will learn a variety of tools across multiple platforms to enhance the message of our mission, programs and events, and develop new strategies to engage our community and audience. Interns will actively implement a variety of techniques such as text, dynamic visual solutions, and community engagement to create integrated and event specific communications. Projects may include producing promotional material, advertisements, press release and e-mails, updating website and social media information, documenting events and gallery exhibitions, archiving press/media materials, managing contact lists and gathering marketing data.

The skills acquired in this internship may be applicable to other non-profit art and multimedia professions. Although this position is unpaid, interns completing 100 hours of work will receive free enrollment in a Kala class of his/her choice. Check out our current offerings online <http://kala.org/class/class.html>.

Duration of Internship:
9 months or other duration as appropriate.

RESPONSIBILITIES:

Documentation

- Photograph/video events and gallery exhibitions
- Communications / Marketing
- Produce promotional materials and advertisements including posters and post cards
- Research and compile media lists and resources for program marketing
- Update website and social media information
- Organize and update image database
- Enter contacts into master database
- File and maintain electronic and printed records

REQUIREMENTS:

- A sincere interest in and/or experience working with non profit art organizations
- Extremely detail oriented
- Excellent written and verbal communication skills
- Macintosh OSX, Filemaker Pro, and Microsoft Office proficiency
- Social media sites experience (Facebook, MySpace, Twitter, etc.)
- Adobe CS (Photoshop, Illustrator, InDesign, Dreamweaver) and basic HTML
- Photography, videography, graphic and web design skills are a huge plus.
- Flexible availability, with at least 4 hours/week on Wednesdays, Thursdays or Fridays

APPLICATION REQUIREMENTS

- Cover letter detailing why you want this internship
- Resume (please include computer experience, including what applications you are experienced with)

Please email all materials with “Communications Department Internship” in the subject line to mayumi@kala.org.

Interviews are by appointment only with selected candidates.
Positions open until filled.

To find out more about Kala Art Institute, check out our website, www.kala.org