

Kala Art Institute Communications Internship

An internship at Kala Art Institute, an artist residency program and community art-making hub with a gallery, art sales program and community classroom, offers “hands on” experience working in a creative environment in West Berkeley. Kala Art Institute's mission is to help artists sustain their creative work over time through its Artist-in-Residence and Fellowship Programs, and to engage the public through exhibitions, public programs, and education and education.

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 Kala's mission, programs and events, and develop new strategies to engage our community and audience. Interns will actively implement a variety of techniques creating content for diverse platforms, dynamic visual solutions, and community engagement to create integrated and event specific communications. Projects may include producing promotional material, advertisements, press releases 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://www.kala.org/education/adult-classes/>.

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

RESPONSIBILITIES:

- Photograph/video events and gallery exhibitions
- Produce promotional materials and advertisements including newsletters, posters and postcards
- 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, Instagram, Linked In, Twitter, etc.)
- Adobe CS (Photoshop, Illustrator, InDesign, Premiere) and basic HTML
- Photography, video, graphic and web design skills are a huge plus.
- Flexible availability, with at least 4 hours/week

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 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