



## Digital Outreach and Program Management Paid Internship



**OVERVIEW:** The Uptown Association is a non-profit member based organization serving the Uptown Minneapolis area since 1975 with offices located near the intersection of Hennepin Avenue and West Lake Street. The Association is also the producer of the Uptown Art Fair, a nationally renowned fine art show that is held annually the first weekend of August.

**JOB DESCRIPTION:** This Uptown Association internship program provides an excellent opportunity for students to receive hands-on experience in the planning and execution in two components of the Art Fair- social media and the culinary arts competition. We are looking for a candidate to enhance their educational experience in the areas of journalism, event planning, project management, communications and marketing. The candidate will be working with our team to continuously research and develop content across various communications channels including our website, print pieces and on social media. The candidate will also assist be in the project oversight of the culinary stage working with chefs, artists, sponsors, judges, fair-goers and kitchen staff.

### Responsibilities:

- Researching, developing and delivering engaging social media and web content
- Creating a social media plan for the 2017 Uptown Art Fair
- Management of social media communities including community growth, hashtag curation and conversation management
- Assisting with tracking social media /web analytics
- Calling and scheduling judges, chefs and artists for the competition
- Writing culinary completion content and posting
- Managing on-site logistics of culinary arts competition including stage preparation, performance sessions and supplier and sponsor interactions
- Scheduling, working with media

### Qualifications:

- Currently pursuing a Bachelor's degree in communications, journalism, or marketing. Recent graduates seeking an internship opportunity also welcome to apply.
- Excellent written and verbal communication skills.
- Proficiency in Microsoft Office Suite & WordPress
- Extensive familiarity and hands-on social media experience with Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube, and other popular channels.
- Passionate about content creation.
- Excellent organizational skills
- Self-starter, detail-oriented, creative and a team player.
- Ability to multitask and work efficiently in a fast-paced environment
- Must be available to work in our Uptown office

Internship to start in early May. Hours are full time (35-40 hours per week). There are no weekend hours except for the Uptown Art Fair (August 4-6). Must be available through August 31, 2017. The position has a stipend payment based on performance. Payment is paid at the end of the internship

Applicants must submit a resume, cover letter, and a list of three references. The cover letter needs to include work and education background, availability and how your experiences directly relate to the responsibilities of this position.

**Applications must be received by March 24, 2017.**

*Please submit applications to:*

[HR@uptownminneapolis.com](mailto:HR@uptownminneapolis.com)

NO CALLS PLEASE.