

## **Marketing Internship**

### **The Niagara Pumphouse Arts Centre**

Terms: 120 hours, part-time, (fall, winter), full-time (summer)  
Salary Level: volunteer

#### **Job Description**

**The Niagara Pumphouse Arts Centre** is a not-for-profit organization engaging the community through educational programs, exhibitions and special events to create, celebrate and appreciate visual arts. It was established to provide residents of the Niagara region and visitors with an environment which encourages interest in various forms of visual art. We are currently looking for a creative, responsible, and flexible Marketing Intern.

#### **Nature and Scope of Position**

Reporting to the Gallery Manager, the Marketing Intern will be responsible for developing a strategic marketing plan, designing and posting social media campaigns, customer relationship management and event planning.

#### **General Responsibilities**

- Developing a strategic marketing plan that supports The Niagara Pumphouse Arts Centre's current mission, vision and brand.
- Creative media design for online and/or print
- Social media campaign postings (facebook, twitter, pinterest)
- Making recommendations and/or setting up additional social media
- Archiving print publicity
- Evaluating customer relationship management
- Assisting with upcoming events
- Keeping a log of the days and hours worked and list of duties.
- Providing a self-evaluation report to Gallery Manager on final day of internship.

#### **Qualifications**

The ideal candidate will have the following:

- Is currently enrolled in College or University or recently graduated and looking for valuable work experience
- Is responsible, hard-working, enthusiastic, creative and flexible
- Understanding of strategic business marketing plan development and branding
- Experience in developing successful social media campaigns
- Is organized, punctual with high attention to detail
- Has the ability to work both independently and in a team environment
- Understanding of customer relationship management is an asset
- Experience in graphic design and creative media with access to a personal laptop with design software is considered an asset

The Niagara Pumphouse Arts Centre is housed in a handsome Victorian brick construction, built in 1891 on the banks of the Niagara River. It housed pumps and filter tanks supplying water to the town of Niagara-on-the-Lake until 1983. In 1993 The Niagara Pumphouse Arts Centre became incorporated and through community effort, the building was restored and converted to a visual arts centre.

Send resume and cover letter to:

Rima Boles, Gallery Manager

The Niagara Pumphouse Arts Centre, 247 Ricardo Street, P.O. Box 676 Niagara-on-the-Lake, ON L0S 1J0

Email: [office@niagarapumphouse.ca](mailto:office@niagarapumphouse.ca)

Only those applicants chosen for an interview will be contacted. [www.niagarapumphouse.ca](http://www.niagarapumphouse.ca)