



Events & Marketing Intern (College Student Internship) - CTAC Petoskey

Crooked Tree Arts Center's goal is to provide hands-on studio arts and administration experience for one college student each summer. CTAC interns will develop skills, build valuable connections within the nonprofit arts community, gain an understanding of nonprofit operations, explore different career paths within the arts sector, increase confidence in the business world, and broaden their understanding of the arts and cultural landscape.

The Events & Marketing Intern will assist the administrative office with all aspects of Crooked Tree Arts Center's administration operations, with a focus on events, development, and marketing. The intern will have the opportunity to shadow CTAC development, marketing, and gallery staff, gaining insight into the real work of arts nonprofits. Additional opportunities may be added based on the intern's skill set and interests. Duties include but not limited to the following:

Development & Events

- Assist with various donor tracking, communication, and recognition tasks
- Solicit and steward donors with calls, emails, gifts, and letters
- Assist staff leading up to and at the Dart for Art on July 10-11 (attendance is mandatory)
- Assist with a variety of functions including but not limited to event planning, silent auction preparation, attendee management through OneCause software program.
- Assist with planning Giving Circle events

Marketing & Communications

- Design and distribute posters/flyers around the community as needed for various events and programming
- Update online community calendars and chamber newsletters with upcoming events
- Brainstorm, plan, and create social media content; manage social media calendar
- Take photos and videos as needed for variety of content creation purposes
- Draft weekly newsletter and dedicated newsletters as needed

Administrative

- Assist with a variety of database management activities
- Assist with essential administrative functions
- Staff the front desk during office hours and some evening events.
- Assist various CTAC departments with tasks as needed

Skills Needed:

- Technical skills in Google Suite and/or Microsoft Office Suite product
- Graphic design skills and experience in Canva and/or Adobe Suite ideal
- Good organizational and problem-solving skills, with attention to detail
- Commitment to nonprofits and the mission CTAC
- Self-discipline and time-management skills needed to work independently
- Dependable and punctual team player
- Good verbal and written communication skills
- Ability to work with the public in a professional manner
- Moderate experience working with social-media platforms

Skills Gained Include:

- Overall knowledge of nonprofit management and administration
- In-depth understanding of development and event fundraising
- Ability to develop relationships with community leaders
- Increased level of communication abilities

Requirements:

- Must have a valid driver's license and a vehicle at their disposal for the duration of the internship
- Ability to lift and carry 30 pounds

Schedule: Up to 35 hours per week for 10-12 weeks, with some nights and weekends throughout the summer
Dates are flexible, but target dates are mid-May through mid-August

Pay: \$16 - \$18 per hour, based on experience

To Apply:

Please email your resume and cover letter to Michelle Horn at michelle@crookedtree.org. Applications received by April 15 will receive priority.

Posted 3/19/2025