



GREATER PITTSBURGH ARTS COUNCIL

Arts loud and clear

Summer 2012 Internship **Communications & Consulting** **20-40 hours/week**

The Greater Pittsburgh Arts Council is the region's arts services and arts advocacy organization offering a variety of programs and activities to support the arts community. Programs include grants to support organizations, arts projects, individual artists and arts managers; pro-bono professional consulting and on-staff technical assistance; a ticket service for small to mid-sized organizations; educational workshops and forums focusing on various arts management issues; and membership-based advocacy efforts.

We are seeking an intern to work with our Communications, Business Volunteers for the Arts, and Volunteer Lawyers for the Arts programs. We are looking for an enthusiastic and focused individual who wants real-world experience in arts marketing, business consulting, or nonprofit management.

Communications at GPAC

We coordinate several community-wide audience development initiatives including the Pittsburgh Arts Community Database, Pittsburgh is Art, ProArtsTickets, and Arts Pittsburgh Events Listing. We are currently in the discovery phase for a new, community-wide events calendar for the region. Public relations initiatives are focused on our own activities and also include promotion of advocacy efforts on the local, state, and national levels.

Consulting at GPAC

The Arts Council administers two consulting programs: Business Volunteers for the Arts® and Volunteer Lawyers for the Arts. BVA places business professionals as volunteer management consultants with arts organizations on projects in financial and strategic planning, marketing, information technology and more. VLA provides pro bono opportunities for attorneys to meet the arts-related legal needs of low-income artists and small arts organizations.

Key Projects

- Assist with the development, branding, and launch of a community-wide calendar system
- Promote GPAC programs through social media, press releases and email marketing campaigns
- Develop new PR opportunities through research and contact with local and national press
- Provide administrative support to the Communications and Consulting staff as needed
- Assist with the recruitment of new business and legal volunteers
- Assist with the recruitment of potential consulting clients
- Review & log incoming consulting applications, and coordinate communication w/ applicants
- Prepare materials for and assist with consulting match meetings

This internship will give you hands-on, practical experience in branding, arts marketing, and strategic planning. You'll learn about cutting-edge approaches to arts marketing being implemented locally and nationally. Our consulting programs will give you a look "under the hood" of the arts community. You'll learn the types of business and legal problems commonly faced by organizations, and you'll see the solutions arrived at by volunteer consultants.

What You'll Need to Succeed

- Common sense
- Excellent English language skills, both verbal and written
- Familiarity with Microsoft Office Suite, particularly Word, Excel and PowerPoint
- Ability to work independently in open office environment
- 3 years of college and/or graduate school with a demonstrated interest in arts marketing, business consulting and/or nonprofit management.
- Graphic design experience helpful, but not required

Perfect if you're thinking about a career...

- In communications, marketing, tourism, consulting, or arts management
- At an arts council, a foundation, a convention/visitors bureau or a government arts agency
- As a consultant to arts organizations
- OR if you want a broad overview of the needs, challenges and possibilities in the arts community, to see where you might fit within it

Specific projects can be developed based on intern's skills and interests. Hours are flexible, but intern is expected to demonstrate professionalism in working consistently during regular business hours. This internship is unpaid, but a federal work-study match is available upon request.

Email resume, cover letter and writing sample (anything you like) to:

David Seals, Director of Communications
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