



#### **ARTISAN MARKETPLACE MANAGER INTERN DESCRIPTION:**

The ideal Artisan Marketplace Intern is hardworking, a project-starter, resourceful, fast thinking and serves as an important part of our team. Intern responsibilities may include: creating videos to promote the event, creating sponsorship packages, creating/editing a reusable event checklist, organizing and staffing event booths, creating blog articles, and branding the event. The media intern not only is well versed in marketing, project management, graphic design and editing movies but is also very passionate about the environment.

**PAY RATE:** Unpaid, class credit with school approval.

#### **QUALIFICATIONS & EXPERIENCE REQUIRED:**

- Experienced with iMovie or video editing software.
- Experienced with event planning.
- Experienced with Social Media and Marketing.
- Skills must include basic Microsoft Office and Internet research.
- Experience with basic audio editing a plus.
- Interest in pursuing a career in marketing/video production.
- Exceptional interpersonal, communication, writing and organizational skills required.
- Must be pro-active, detailed oriented, and possess good follow-through while adhering to deadlines.
- Must be able to multi-task and prioritize tasks sufficiently while working independently.
- Strong interest in the online video industry preferred.
- Strong organizational skills are preferred.
- Candidate must be reliable and have good time management skills.
- Candidate must be familiar with and local to Newport Beach and surrounding areas.

#### **JOB FUNCTION:**

The Artisan Marketplace Intern works from home while editing but must report to the office once a week for feedback and suggestions and must be available for key events to promote the Artisan Marketplace.

# PROJECT LIST

1. Determine dates of other similar events so we can avoid conflicting events, but piggyback on appropriate nearby events.
2. Obtain permission from local businesses, etc. to place banner and/or postcard at their location.
3. Create short videos, "Artisan Features" to promote event and individual artisans who apply and are accepted early. Post on YouTube, promote videos through social media.
4. Create a sponsorship packet including incentives (businesses can sponsor videos).
5. Update Goals/Artisan Marketplace Timeline.
6. Update the Artisan Marketplace Manager Intern Description as you do tasks that are not reflected on this document.

## **Communications tasks for Artisan Marketplace:**

1. Social media posting. Find and schedule content for us to use to promote event.
2. Update/revise media list for this type of event.
3. Press Release and Media Alert
4. text/graphic for email marketing.
5. Blog articles to use in weeks leading up to event (maybe eight?)
6. Research graphics from similar events and propose changes to ours if you feel it would be good to do. Implement changes if approved.
7. Organize and staff event booth at Spring Faire. Organize event booth for Fall Faire.
8. Research marketing opportunities at appropriate locations like Farmers Markets.
9. Coordinate "field trips" of seniors from local senior centers (Oasis, Costa Mesa) on day of event.