

Lotus Education and Arts Foundation

Marketing Internship

Offered Spring/Summer/Fall



The non-profit Lotus Education and Arts Foundation (lotusfest.org) seeks an intern to assist with marketing and communications activities related to the Foundation's core programs and events, fundraising efforts, and general engagement with the public and stakeholders.

While unpaid, Lotus interns will generate valuable and applicable hands-on experience in brand building, event management, marketing strategy and implementation, and social media management. Under the supervision of the Lotus Marketing Director, interns will assist with activities such as:

- Collecting and creating promotional materials related to Lotus artists (photos, bios, video)
- Coordinating and tracking event information and assets for use in marketing activities, including event details, descriptions, photos, sponsorship information, etc.
- Managing Lotus social media channels, creating content, developing social media campaigns
- Designing and producing various marketing assets for print and web
- Preparing weekly newsletter in Mailchimp
- Conducting outreach (events, tables, booths, etc.) in the community and on campus to raise awareness of Lotus and its programs
- Collecting data and information on Lotus customers and helping to identify trends that can be leveraged in future marketing efforts
- Other tasks as appropriate and assigned

Interns will also be expected to assist with general organizational tasks and “all hands on deck” scenarios as needed.

Lotus internships may qualify for university credit; options vary by department. Please consult with Lotus staff and faculty advisors to determine credit eligibility. Some weekends or evenings may be required; interns should expect and plan for hours to increase around specific event dates. Interns will have work stations on-site at the Lotus HQ office at 105 S. Rogers St.; there may periodically be work that can be completed remotely or during off-site events.

A successful internship candidate will have baseline graphic design proficiency and, ideally, at least some prior exposure to tasks noted above. Interns should be motivated, dependable, and organized.

TO APPLY: Please email the following materials as PDFs to HR@lotusfest.org:

- **Cover Letter (max one page; please be sure to specify availability or semester(s) of interest) • Résumé**
- **List of 2-3 professional or academic references with contact information**
- **Optional: Up to 3 examples of relevant prior work or projects**

Applications will be reviewed on a rolling basis; please check lotusfest.org/jobs for availability.