Octagon Center for the Arts
Octagon Gallery Shop Marketing & Advertising Intern

To enhance the visibility of the Octagon Gallery Shop via website content, use of social media, and through in-shop information, flyers and signage.

Responsibilities
- Photographing artwork and merchandise in the shop for use on the website and with other promotions
- Design shop pages for website and update with photos and descriptions of artwork organized by artist
- Compile artist biographies and images from their websites for use in-shop and on website
- Develop shop signage to include gallery cards, artist info, promotions, directional and general information (ie: current exhibits, location of galleries/classrooms)
- Post updates of new shop items on Facebook
- Develop materials for use in window design
- Assists in the representation of a positive organizational image

Requirements:
- Display responsibility and time management by arriving on time and dressed appropriately
- Use interpersonal skills to maintain a professional, respectful work environment
- Attend regular meetings with the Octagon Shop Manager for help and guidance

Position Requirements:
- Currently working toward a BA or BS in relevant field
- Excellent written and verbal communication skills
- Self-motivated, articulate, and highly organized

Positions and Compensation
- One position for summer and one for fall
- May be used to fulfill internship credit requirements.

Contact
Terrie Hoefer, Octagon Shop Manager
Octagon Center for the Arts
427 Douglas Ave
Ames, Iowa 50010
shop@octagonarts.org

About the Octagon Center for the Arts
The Octagon Center for the Arts is a not-for-profit 501(c)-3 organization located in the heart of downtown Ames, Iowa. For more than fifty years, the Octagon has steadfastly worked to make the arts more accessible to the general public. The Octagon continues to contribute to the quality of life and economic growth of the Ames community by making it a more livable and prosperous place. The Octagon serves more than 30,000 people annually through art classes and outreach programs, rotating exhibits, the retail Gallery Shop, and special events such the Octagon Art Festival. For more information, please visit www.octagonarts.org. The Octagon Gallery Shop is a retail consignment outlet and is a part of the Octagon Center for the Arts. Located at 413 Douglas Avenue, it features unique fine art and handcrafted items by more than 200 regional artists. These items include pottery, jewelry, fiber, glass, wood, paintings, photography, cards, scarves, and more.
Octagon Center for the Arts  
Marketing & Advertising Intern

Enhance the visibility of the Octagon and increase engagement with the Ames/ISU community via website content, use of social media, press releases and other avenues as deemed appropriate.

**Responsibilities**

- Write and distribute press releases for events
- Assist in the development of a campaign to increase membership (via press releases, social media, etc.)
- Assist in the continued development of a blog/vlog
- Work with the A/V intern to develop and utilize audio and visual materials
- Assist in the representation of a positive organizational image to the general public, clients, stakeholders and the community.

**Requirements**

- Display responsibility and time management by arriving on time and dressed appropriately
- Use interpersonal skills to maintain a professional, respectful work environment
- Attend regular meetings with the supervisor for help and guidance
- Good academic standing and currently working toward a BA or BS in relevant field
- Excellent written and verbal communication skills
- Self-motivated, articulate, and highly organized

**Compensation**

This is an unpaid internship, though we regularly work with institutions to fulfill internship credit requirements.

Please remit a cover letter and resume for the position of Marketing & Advertising Intern, outlining your interest in the position, unique qualifications, and references to:

Rhonda Scott, Events Coordinator  
Octagon Center for the Arts  
427 Douglas Ave  
Ames, Iowa 50010  
United States

Or email the materials to Rhonda Scott at info@octagonarts.org

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The Octagon Center for the Arts is a not-for-profit 501(c)-3 organization located in the heart of downtown Ames, Iowa. For more than fifty years, the Octagon has steadfastly worked to make the arts more accessible to the general public. We enhance people's lives by encouraging individual creativity, spirit, and potential. The Octagon continues to contribute to the quality of life and economic growth of the Ames community by making it a more livable and prosperous place. The Octagon serves more than 30,000 people annually through art classes and outreach programs, rotating exhibits, the retail Gallery Shop, and special events such the Octagon Art Festival. For more information, please visit [www.octagonarts.org](http://www.octagonarts.org).