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
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Ames, Iowa 50010
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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.