



Job Title: Marketing and Communications Intern

Supervisor: Business Director

Job Type: Internship (10-20 hours/week, # of weeks to be arranged)

Availability: Weekdays with occasional night or weekend hours if needed

Position Summary: Apple Tree Arts, a nonprofit community school for the arts, serving people of all ages throughout south central Worcester County, seeks motivated individuals who are excited by learning about marketing practices in the nonprofit sector. Day to day work varies based on the demands of programming, as well as the interests of each intern. This internship is a great opportunity to gain hands-on experience at a growing organization, while expanding knowledge and skills in marketing, public relations, advertising, and social media for a nonprofit organization. Interns at Apple Tree Arts will also have the opportunity to engage in other volunteer and paid opportunities, as the need arises.

Day to Day Tasks May Include:

- Assisting with content capture for use in social media or other marketing materials
- Content creation for social media and other advertising
- Audience development research and strategy
- Researching best practices for online and social media campaigns
- Creating and distributing promotional materials
- Analyzing impact of current marketing practices
- Calendar management
- Creating programs for theatre performances and recitals
- Documenting practices and procedures in a marketing manual
- Planning and executing digital marketing campaigns, including email, website, and social media
- Creating building signage to reflect current programs and offerings
- Additional administrative support as needed

Candidates for this role should have:

- Interest in working in the nonprofit sector, specifically with performing arts educators (musicians and actors)
- Strong interest in marketing
- Proficiency in Microsoft Office, Google Suite, Canva or other design platform, and comfortable using database systems
- Strong initiative and proactive thinking
- Ability to prioritize and manage multiple responsibilities

- Strong attention to detail
- Ability to work independently, as well as with a team
- Reliable transportation

About our Organization:

The Apple Tree Arts, Inc. (ATA) is a nonprofit educational institution committed to “**enriching our communities through the arts by providing high-quality performing arts education and experience for all ages, identities and abilities**”. ATA is located in the historic town center of Grafton, a semi-rural community about 10 miles south of Worcester and 45 miles west of Boston. It rents space from the Town of Grafton in a beautifully renovated, former Town Hall, and provides a comprehensive program of private lessons, classes, ensembles and performance opportunities in music and theater. ATA is entering its 33rd year and currently serves over 230 students of all ages from Grafton and the surrounding communities with a faculty of 21 professional musicians.

Apple Tree Arts is committed to creating a diverse environment and is proud to be an equal opportunity employer. Apple Tree Arts is committed to building a diverse staff and unequivocally supports racial equality, racial justice, and racial equity.

About the Internship:

Specific start and end dates are flexible, based on the applicant's needs. Typically, internships are 15 weeks or fewer, and can be an excellent way to gain professional experience while earning college credits. Some educational institutions require prior approval before the start of an internship. It is the responsibility of the student to check with their institution to be sure they meet any requirements before they accept a position. In the event that a paid opportunity with Apple Tree Arts becomes available, previous Apple Tree Arts internship experience will weigh heavily in the decision making process.

To Apply:

Please forward a cover letter and resume to brandon.l@appletreearts.org. No phone calls please.