



## MARKETING INTERN JOB DESCRIPTION

**Program:** BRIC Community Media

**Supervisor:** Alex Quintero

**Full-time/Part-time:** Part-time

**Paid/Unpaid:** Unpaid

**Dates:** June – October 2015

**Deadline to Apply:** N/A

BRIC is a multi-disciplinary non-profit dedicated to presenting art and media programs that reflect Brooklyn's creativity and diversity. BRIC also provides resources to launch, nurture, and showcase artists and media makers. All of BRIC's offerings are free or low-cost, to advance access to and understanding of arts and media. Each year, upwards of one million people in Brooklyn and citywide are served through BRIC's programs. Learn more at [BRICartsmedia.org](http://BRICartsmedia.org).

**BRIC is the public access television organization** for Brooklyn. Its community media programs offer residents free access to media production facilities and equipment, and low-cost media education. BRIC's community media programming also includes three programming initiatives aired on the 5-channel Brooklyn Public Network: community-produced Brooklyn Free Speech; BRIC-produced, Brooklyn-focused Brooklyn Independent Media; and Brooklyn Bulletin Board, a 24/7 looping announcement service used by Brooklyn non-profits.

**Purpose of Position:** BRIC is seeking a marketing intern to help promote its Brooklyn Free Speech initiatives to Brooklyn residents and beyond. The marketing intern will work collaboratively with the marketing associate and the Brooklyn Free Speech team. This person should have a strong belief in community and a working knowledge of public access television. They will actively participate in Brooklyn Free Speech initiatives— from events, assisting with the planning/execution in building the Brooklyn Free Speech brand, coming up with new strategies to increase the usage of our media services as well as helping to build awareness of BRIC's initiatives, as a whole.

This is an exciting opportunity to hone your marketing chops while learning the ins and outs of a growing multi-media organization.

## Essential Duties & Responsibilities

- Assist the marketing apprentice in implementing a social media strategy for Brooklyn Free Speech using platforms such as Facebook, Twitter, Instagram, YouTube, and the BRIC blog
- Plan and assist at photo shoots for a variety of studio and on-site television productions
- Assist at community events, summer festivals, and street fairs
- Draft marketing copy for television programs and social media
- Manage process for sharing videos and other multi-media content on BRIC's online platforms
- Assist with weekly e-newsletter, updating email subscriber list, online survey management, and other general administrative duties
- Shoot, and edit footage using Adobe Premiere CS6 to be used for promotion on our Brooklyn Free Speech channels, across our social media platforms, and in our Brooklyn Free Speech e-newsletter
- Tracking social media analytics and working collaboratively to increase the engagement of our producers on social media
- Assist in the planning and execution of Brooklyn Free Speech events at BRIC Arts | Media House and offsite venues
- Read copy or proof to detect and correct errors in spelling, punctuation, and syntax

## Desired Education/Experience/Skills

- Strong belief in community and familiarity with public access television a plus
  - Interest in marketing and solid understanding of social media best practices
  - Computer proficiency in Microsoft Office Suite
  - Quality verbal communication (small and large group settings) and written communication (web, email, letters)
  - Excellent organizational skills
    - Motivated self-starter with excellent interpersonal and writing skills.
    - Computer proficiency in Microsoft Office Suite.
    - Working knowledge of Adobe Premiere and Photoshop a plus.

## Educational Benefits

- Gain a solid understanding of the daily operations and opportunities available at a leading arts non-profit organization
- Develop your social media savvy through regular monitoring of and posting to Brooklyn Free Speech's platforms, including Facebook, Twitter, Instagram, YouTube and the BRIC WordPress blog.
- Grow your media skill set through our free classes and training in Field Production, Television Studio Production, and Editing with Adobe Premiere CS6
- Enhance your digital photography skills through regular practice on our DSLR cameras and your own smart phone.
- Learn to pitch and effectively communicate your ideas at our weekly marketing meetings

## Schedule

Marketing intern is expected to work 15-20 hours per week throughout the summer/fall. Days and times are flexible depending on candidate schedule.

Email [jobs@BRICartsmedia.org](mailto:jobs@BRICartsmedia.org) with subject line: Media Marketing Intern. Please write a brief cover letter in the body of the email and attach résumé. Only those candidates selected for an interview will be contacted. No phone calls.



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#BFreeBK