



Black C Art Gallery Internship Project

Staff contact name: Warhol Caldwell, Artistic Consultant

Title of Internship: Marketing/PR Internship

Brief Description of Internship: A UF/SFSC student studying marketing and public relations with interests in the art world will assist the Gallery Owner/Artist and Gallery Creative Director by organizing and coordinating communications pertaining to Black C Art Gallery. The intern will work to promote the Gallery, its exhibits, events, and initiatives via all appropriate channels of communication.

Date needed and duration: Project will start during the Fall 2019 term with the option to continue as desired.

Hours per week: 10 – 20 based on availability and scheduling

Specific Duties: The intern will work closely with the Artistic Consultant to highlight and promote all activities at Black C Art Gallery. The intern will be responsible for reaching out to relevant news agencies, promoting the gallery brand, assisting with event planning, developing social media content and maintaining accounts, increasing online presence, and more.

Qualifications needed:

- Available to work 10+ hours/week during gallery business hours, manning the front desk when necessary. Weekend availability is a must.
- Coursework, experience and interest in marketing/public relations as well as interest in the art world.
- Coursework/experience working in a professional manner with a variety of social media.
- Highly organized and skilled at follow through with supervisors and clients. • Able to take initiative, work independently, and stay organized.
- Professional correspondence appropriate in representing the gallery to the community and to the greater art world.
- Graphic design and basic HTML and CSS skills are a plus.

Learning Objectives for Intern:

- Learn how to support a for-profit gallery's communications needs for a variety of purposes.
- Learn how to manage different tasks simultaneously all while staying organized and poised.
- Acquire leadership skills while interfacing with gallery staff and clients through working in a professional environment.
- Develop skills to successfully plan, communicate, and execute a broad communications effort as part of an arts organization.
- If the intern wishes to take this internship for course credit, the Artistic Consultant will be able to complete all necessary paperwork.

Special application instructions for this project: Please submit examples of previous public relations work – articles, interviews, and other writing publications.

How to apply: Please submit a completed intern application and writing samples to blackcproductions@gmail.com. In your email, please include your availability for the term outside of coursework and other activities.