



PUBLIC RELATIONS AND MARKETING INTERN

GENERAL SUMMARY

The Public Relations and Marketing Intern will assist the Director of Public Relations and Marketing in promoting Worcester Center for Crafts programs and events. This is a great opportunity for a student interested in public relations, marketing, advertising and event management. The intern will be exposed to a variety of activities and will gain a better understanding of how a comprehensive communication plan is developed and administered. The Director of PR and Marketing will supervise the intern.

RESPONSIBILITIES

- Assisting in the coordination of events, including open houses, gallery openings the 22nd Annual Festival of Crafts in November
- Creating Media lists
- Writing and distributing press releases
- Tracking press coverage received
- Taking and organizing photos
- Assisting in the development of marketing pieces including postcards, brochures and newsletters.
- Writing articles for newsletter
- Updating the website
- Assisting in advertising projects for programs and events
- Taking on special projects for PR and Marketing Department (data analysis etc.)
- Engaging in administrative work that supports the daily functions of the department

COMPENSATION

The intern will receive free tuition for one Craft Center class.

MORE ABOUT THE CRAFT CENTER

The Worcester Center for Crafts (WCC) was founded in 1856 during the early years of the arts and crafts movement in the United States. The WCC is home to seven fully equipped public studios and provides more than 300 courses to over 3,000 students annually. Areas of study include ceramics, glass, metal, photography, woodworking and refinishing. The WCC also provides programming for 2,000 children and teens annually. Additionally, the center boasts a newly renovated gallery that hosts 10 exhibits each year, a gift shop and a library of books and magazines.

To learn more about the center, visit our website
www.worcestercraftcenter.org.

TO APPLY

Write a letter explaining your interest in communications and the position available. Email the letter and your resume to:

Amy Black
Director of PR and Marketing
Worcester Center for Crafts
ablack@worcestercraftcenter.org

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