

# HEIGHTSARTS

## HEART IN THE HEIGHTS PROJECT INTERN:

**Internship A:** March – May (40 – 80 hours)

**Internship B:** June – August (40 – 80 hours)

### About HEART in the Heights

HEART in the Heights (HITH) is Heights Arts' annual local business raffle, fundraiser, and arts awareness initiative. Local businesses donate gift cards which are put into raffle packages. Throughout the entire month of July, the public may purchase raffle tickets online, at Heights Arts, participating businesses, or wherever the event is promoted, such as the Cain Park Arts Festival. This event helps to promote arts awareness in the Heights Community, and fosters a sense of mutual benefit between small businesses and arts organizations. (The dollars from the Grand and Value prizes go back to participating businesses in the form of gift cards.) The funds from this event support Heights Arts' operations and programming.

### General Description

The Heart in the Heights Intern will assist Heights Arts program staff in implementing, documenting, informing, and engaging local business and the public about Heights Arts' HEART in the Heights.

- **Internship A (March - May)** will focus on soliciting past businesses to again participate, research and solicit new businesses, update Heights Arts database and website, and communicate with business participants about participation details and event opportunities.
- **Internship B (June – August)** will focus on preparing raffles packages, creating and scheduling social media and promotions, and ongoing communication with participating businesses and raffle participants during the program, and assisting with the annual raffle event in August.

### Internship Description:

#### GENERAL

- Maintain professional standards including timely communication and attention to detail.
- Serve as an ambassador of Heights Arts.
- Assist in recruiting businesses from the Heights area. Contact and follow up in person, via email, and phone to enroll past and participants, and answer questions about the program or direct them to appropriate staff.
- Assist with distributing fliers, making connections with business owners, and following up with interested businesses/community members.

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## DATABASE AND WEBSITE MAINTENANCE

- Update and create a current merchant database including business name, social media, website, email and phone, owner / manager name and contact information, demographics of business owner(s) and employees, and other important information) for all prospective and participating businesses.
- Assist with website updates to include current business listings and raffle information.

## MARKETING AND COMMUNICATIONS

Assist with the following:

- Coordinate participating business interviews, images, and materials for media.
- Capture photos and videos to convey the vibrancy and diversity of Heights Arts' programs and community relationships.
- Coordinate and manage Heights Arts' social media accounts (specifically during HEART in the Heights in July), including, but not limited to: Instagram, Facebook, Yelp, Google Business, and Nextdoor.
- Produce email blasts via MailChimp.
- Create graphics for social media via Canva or Photoshop.

**You:** The HITH Intern should have strong writing and communication skills, as well as experience in graphic design and social media management. A clear understanding of Heights Arts' programs and strategic initiatives is necessary to ensure all marketing and communications convey the impact and vibrancy of Heights Arts programming to a variety of audiences.

Successful candidates will:

- Have access to transportation.
- Be comfortable with database management and have excellent social / interpersonal skills. Perseverance and the willingness and ability to follow up with business owners at various times of the day is necessary.
- Have prior website maintenance, database, and Google sheets or MS Excel experience.
- Have prior experience with some or all of the following tools: Adobe Suite, Canva, Mailchimp, video software, and social media platforms (Instagram, Facebook, and Others) is necessary for this position.
- Have prior experience with communication strategies and social media management.
- Be open to learning new software platforms and identify and communicate opportunities or roadblocks to staff in the context of the program administration.

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**When:** The internship will be between 40 and 80 hours during the defined period and may be scheduled according to the intern's availability and Heights Arts' needs during those months. Some weeks may require more time leading up to a deadline, but the internship will average approximately 5-8 hours a week. Weekly progress is expected and will be reported to the designated Heights Arts project manager.

**Compensation:** \$15.00 per hour, paid on a semi-monthly basis.

**Where:** This position is a hybrid position. The Intern may be able to work with the online database both offsite and onsite, depending upon the assigned task and comfort level. Much of the work may require meetings with business owners at their place of business within the district. Onsite work will be determined on an as-needed basis, at Heights Arts at 2175 Lee Road in Cleveland Heights, Ohio.

**How:** Please apply online at <http://www.heightsarts.org/employment/> by submitting your resume, cover letter, writing samples, and professional or educational references. No phone calls, please.

*Heights Arts does not discriminate based on race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, height, weight, physical or mental ability, veteran status, military obligations, and marital status.*

## **About Heights Arts:**

Heights Arts is a nonprofit community arts organization in Cleveland Heights, Ohio. Founded in 2000, Heights Arts cultivates a strong, diverse, and collaborative arts community by inspiring people of all ages to engage in the arts; supporting the arts through education; providing exhibition and performance opportunities; and fostering public appreciation for the arts. The organization contributes to Northeast Ohio's artistic vitality by showing regional artists at Heights Arts Gallery on Lee Road near Cedar Road, facilitating public art and design projects, presenting chamber music and other concerts in intimate settings, and nominating and supporting the Cleveland Heights Poet Laureate.