

## MARKETING INTERNSHIP

### Organization:

The Muckenthaler Cultural Center is a non-profit organization that provides the community experiences that stimulate creativity and imagination, and to conserve the heritage of the Muckenthaler Estate and has been a part of the Fullerton community for 40 years. The Center's education programs serve communities throughout Orange County and Los Angeles County. Programs are designed to provide supplemental art education for elementary, high school and college students, and cultural enrichment and studio instruction for children and adults of all ages. Adult programming includes educational lectures, classes, demonstrations, and workshops. The Muckenthaler is funded through a combination of grants, corporate donations, individual donations, and fundraising events.

### Internship Position

Marketing Internship

### Hours

Part-time, flexible hours

### Stipend

• There is no stipend at this time; however, a stipend may become available.

### Description

You will be responsible for multiple aspects of marketing and fundraising efforts including: promotional materials, public presentations, advertising techniques, and fundraising activities.

### Responsibilities:

- Develop written and website-based promotional materials for The Muck's activities, and charitable solicitations.
- Develop and implement specific approaches to marketing The Muck's programs and special events with an emphasis on outreach and website development.
- Provide public presentations to individuals and groups, community conferences, and other venues.
- Develop and implement materials and marketing methods for special fundraising events and capital campaigns.

### Qualifications

- Strong Verbal and Written Communication Skills
- Ability to work independently and complete assigned tasks within identified timeframes
- Basic Desktop Publishing and Website Management skills
- Positive attitude, flexibility and problem solving mentality.
- Willingness to provide public presentations in a variety of settings
- Desire to work with a wide range of individuals

### Supervision

You will be assisted, directed, and supervised by The Muck's Executive Director

### Personal Outcomes

This internship will train you in several aspects of not-for-profit/ small business marketing. You will gain direct "hands on" experience in the aforementioned areas while developing an understanding of the marketing functions that support a charitable organization.

### Contact Person:

**Phyllis Melendez, Associate Director (phyl@muckenthaler.org)**

**Phone: 714.738.6340 Fax 714.738.6366**

### Location

**Muckenthaler Cultural Center, 1201 W. Malvern Avenue, Fullerton, 92833**