

WELLS FARGO CENTER  **FOR THE ARTS**

INTERNSHIP
FALL 2010

NAME:

NAME OF SCHOOL: SONOMA STATE UNIVERSITY

**NAME OF DEPARTMENT AT CENTER AND SPONSOR: MARKETING & COMMUNICATIONS;
KELLY GONZALES, DIRECTOR OF MARKETING & COMMUNICATIONS**

OVERALL OBJECTIVES:

- **CONTRIBUTE TO OVERALL MARKETING INITIATIVES FOR CENTER**

LEARNING OBJECTIVES:

- **LEARN HOW TO COMPILE SURVEY DATA**
- **LEARN CENTER'S ONLINE INITIATIVES**
- **LEARN HOW TO USE CENTER'S BRAND STANDARDS AND EDITORIAL GUIDELINES AS WELL AS AP STYLE TO WRITE PRESS RELEASES AND OTHER EDITORIAL COPY**
- **LEARN PROOF READING SKILLS**
- **LEARN ADMINISTRATIVE DUTIES OF MARKETING DEPARTMENT**

DETAILS:

- 1. RESEARCH FOR WELLS FARGO CENTER FOR THE ARTS**
 - **COLLATE RESEARCH**
 - **REVIEW FINDINGS AND RECOMMENDATIONS WITH MARKETING TEAM**
 - 2. HELP WITH PROMOTIONAL INITIATIVES**
 - **POST SHOWS ON WEBSITES**
 - **POST FACEBOOK ADS FOR ARTS & FAMILY PERFORMANCES**
 - **WRITE COPY FOR PATRON PROGRAM AND PRESS RELEASES**
 - **PROOFREAD MARKETING COLLATERAL FOR ACCURACY AND BRAND CONSISTENCY**
 - **ANALYZE EFFECTIVENESS OF TWO (2) MARKETING INITIATIVES**
 - **PROCESS INVOICES TO MARKETING AND ADVERTISING PLANS**
 - **DISTRIBUTE POSTERS FOR DISPLAY AT RETAILERS**
- **OTHER TASKS, AS APPROPRIATE WILL BE ASSIGNED**

MEASURES:

- **PARTICIPATION IN ABOVE LISTED DETAILS WHICH WILL PRODUCE ITEMS FOR INTERN'S PORTFOLIO: PRESS RELEASES, COPY WRITING, MARKETING INITIATIVE ANALYSIS, ETC.**

TIMING:

- **FALL 2010; HOURS ARE NEGOTIABLE**

RELEVANT EXPERIENCE/CERTIFICATIONS OF CANDIDATE:

- **BA IN PROGRESS; CONCENTRATION IN MARKETING OR RELATED FIELD**

SEND RESUME TO: KELLYG@WELLSFARGOCENTERARTS.ORG