

Digital Marketing and Graphic Design Internship

The Digital Marketing and Graphic Design intern works with LUAG staff to plan, create, and post content for the organization's social media channels. Interns will have the opportunity to research works in the collection, assist in content creation, design graphics and print materials, and report on audience and data analytics for LUAG's social media channels. The intern should be able to work collaboratively with staff members and other interns, have experience in graphic design, and be able to adhere to strict deadlines as it aligns with our marketing and communications calendar.

Hours: 10 hours per week

Location: LUAG Offices, 420 E. Packer Ave, Bethlehem, PA 18018

Pay Rate: \$15.00 per hour

Digital Media Interns will perform a combination of research, writing, and administrative duties which may include:

- Develop a themed post for LUAG's Instagram account to be posted once per week
- Assist in designing promotional print materials and social media graphics for programming and Fall 2022 exhibitions
- In collaboration with the Museum Education intern, develop a weekly post on artwork from the LUAG Permanent Collection
- Collaborate with other LUAG interns to market online content including but not limited to educational resources, gallery guides, virtual tours, video content, etc.
- Assist with special projects, research, and digital audience analysis
- Assist with other duties as needed

Qualifications:

- Excellent organizational skills and an eye for details
- Excellent verbal and written communication skills
- Experience and proficiency in Microsoft Office (experience in Adobe Creative Suite or other design programs are a plus)
- Experience and proficiency in Canva or other design software
- Video and editing experience a plus
- Experience designing graphic materials, print materials, and social media posts
- Familiarity with Facebook, Twitter, Instagram, and LinkedIn
- Reliable transportation to and from work

- Ability to work collaboratively in a fast-paced environment, handle multiple tasks at once, and adhere to deadlines
- Bilingual a plus but not required

Organization Information:

LUAG is a free art museum located at Lehigh University in Bethlehem, PA. Tracing our roots to 1926, the current museum cares for a permanent collection of over 18,000 works of art from diverse cultures and time periods, including over 50 outdoor sculptures. Through exhibitions, programs, and community engagement, we are a resource for all who wish to view, study, or teach with works of art.

We are committed to making the collection and exhibitions inclusive and accessible, both in person and online, for individual and collective learning, teaching, scholarship, creative practices, civic engagement, and general enjoyment. LUAG presents a variety of free public programs annually that range from lectures and symposia to hands-on artmaking and student-led workshops that foster meaningful encounters with art and ideas.

Visit our website at www.luag.org for more information.