



380 W. Western, Suite 202, Muskegon, MI 49440  
231-722-3751 | [www.muskegon.org](http://www.muskegon.org) | [www.lakeshoreartfestival.org](http://www.lakeshoreartfestival.org)

### **ABOUT THE ORGANIZATION**

The Muskegon Lakeshore Chamber of Commerce is the premier business membership organization on the Lakeshore representing approximately 1,250 businesses and organizations. One of the Muskegon Lakeshore Chamber's largest event is the Lakeshore Art Festival which takes place the first Friday and Saturday in July.

The Lakeshore Art Festival features a unique blend of 300+ fine art and craft exhibitors, street performers, specialty food booths, interactive art stations, children's activities and so much more in beautiful Downtown Muskegon, Michigan. Lakeshore Art Festival is a nationally recognized and award winning festival, being ranked as Sunshine Artist 200 Best for the last four years. In addition, Lakeshore Art Festival was voted "Favorite Small Town Art Fair" in 2016 and 2017.

### **JOB TITLE**

Lakeshore Art Festival – Special Event Internship

### **JOB DESCRIPTION**

Under the supervision of the Lakeshore Art Festival Event Director, the Intern will provide assistance in all event management areas as well as assist with general communications tasks including social media, marketing, and website management.

### **ACADEMIC CREDIT & TIME COMMITMENT**

This is an unpaid, part-time internship, but can be completed for academic credit. If the intern wishes to receive academic credit for the internship, it will be the intern's responsibility to make arrangements with his or her school. The Muskegon Lakeshore Chamber of Commerce will provide the necessary job description and performance review upon request. Number of hours may vary based on internship. Number of expected hours will range from 10 to 20 hours per week. This internship will require the intern to be available the July 4, 5, and 6, 2019.

### **RESPONSIBILITIES MAY INCLUDE, BUT ARE NOT LIMITED TO...**

- Assist with event coordination including:
  - Logistics, layout, timing, locations, etc.
  - Street Performers for Lakeshore Art Festival
  - Merchandise marketing, inventory, and coordination
- Assist with marketing including:
  - Communications (i.e. press releases, mass emails, letters, etc.)
  - Website management and updates
  - Creation, editing, and proofing of event publications and signage
  - Develop and maintain existing and emerging social media tools
  - Research and place advertisements for print, radio, billboard and TV
  - Work with local media
- General:
  - Attend all meetings related to events

- Track all work progress
- Assist with sponsorship development
- Make and return phone calls

### **EDUCATION & EXPERIENCE**

- Junior or senior level student in marketing, communications, event planning, hospitality or related field
- Computer skills appropriate to current technology of the office including Microsoft Office Suite.
- Adobe Suite design experience is a plus.
- Knowledge in social media platforms required (necessary platforms include Facebook and Twitter)
- Event planning experience preferred
- Multi-media background with skills in video editing and graphic design preferred
- Writing experience and communications and/or marketing experience preferred

### **KEY COMPETENCIES**

- Ability to work in a fast-paced environment
- Strong communication skills
- Attention to detail and accuracy
- High energy, enthusiastic, and self-motivated
- Excellent editing and proofreading skills
- Team-oriented individual
- Demonstrates the confidence to make decisions and asks questions when in doubt
- Demonstrates a pleasant, outgoing personality

### **HOW TO APPLY**

Please send a cover letter and resume to Carla Flanders at [cflanders@muskegon.org](mailto:cflanders@muskegon.org).