



**New York Folklore Society  
Arts Marketing and Digital Media Internship Program 2018  
Available Full-Time, Paid Internship for 11 months in 2018. (Two internships available)**

The New York Folklore Society is seeking two 11- month interns who will provide expertise in website development, social media marketing, digital communications, and marketing for the statewide traditional arts service organization headquartered in Schenectady, NY.

**Learn/Work Opportunity:**

The two interns, working together as a team, will participate in the operations of the New York Folklore Society. They will be provided a systematic series of learning experiences and specific tasks that include mentoring by arts professionals. Interns will be introduced to arts management skills, including basic arts program planning and implementation, budgeting, grantsmanship, and member/donor relations. In addition, they will be provided the opportunity to work on arts marketing or digital media projects for the New York Folklore Society that aligns with their own interests. Interns will participate in the planning and implementation of the Annual Meeting of the American Folklore Society that will take place in October 2018. Interns will have the opportunity to work directly with artists on an arts marketing project. The two discrete internship opportunities are as follows:

1. A Web-Development Intern will design and develop a new website for the New York Folklore Society that uses current technologies and interactive elements. This website will incorporate digital video and interactivity. The Web-Development Intern will work with a team to design an entirely new web-based image for the Society and its programs.
2. An Arts Digital Marketing Intern will develop a marketing plan and new marketing materials, including social media marketing and digital communications to push the New York Folklore Society's mission and programs into a statewide and national arena. The intern will also develop and produce a monthly e-newsletter, blog, and/or podcast series.

**Qualifications:**

Successful candidates will hold a Bachelor's degree in Digital Media, Communications, or Social Media Marketing, and will have had prior experience with digital media, web design, or social media communications. Conversely, an allowable applicant could be a candidate for the Bachelor's degree with the ability to utilize the position as a Co-op opportunity for 11 months.

The successful applicant will be someone who works well within a teamwork setting and has the ability to work with individuals representing diverse heritages and places of origin. S/he must have the ability to work well within a statewide arena and be able to utilize technologies for remote meetings and interactions.

NYFS strongly encourages applications from early career individuals interested in a career in the arts and humanities.

The Internships are paid, full-time positions, providing a living wage. Enrollment in health insurance and a 403(b) retirement account are possible.

To apply, submit a current resume' and a sample of work to Dr. Ellen McHale, Executive Director, New York Folklore Society, [emchale@nyfolklore.org](mailto:emchale@nyfolklore.org). Please indicate the internship for which you are applying in both the cover letter and the subject line of the email.

**Applications will be reviewed as they are received.** Final deadline for applications is January 20, 2018. The positions will begin on February 1, 2018.