Art Gallery and Marketing Intern

Sierra Arts Foundation
17 S. Virginia St.
Reno, NV  89501

About Sierra Arts Foundation
Sierra Arts Foundation’s Mission is to be the region’s premier arts organization, with an emphasis on teaching, nurturing, and supporting the arts in our community. Our vision is to provide educational opportunities for artists of all ages, as well as professional development, training, financial support, and marketing assistance. To create and manage art venues throughout our community that are accessible for all artists to perform and display their work, thereby enabling more successful arts careers. To create a culture in which arts education and arts careers are highly valued and prioritized.

The organization is currently housed in the Riverside Artist Lofts’ building, which is co-owned by SAF and Artspace Projects. The Artist Lofts were designed to provide affordable housing for lower-income, developing artists. Sierra Arts Foundation’s programs and services are initiated to meet the needs of the Washoe County community through careful assessment of where gaps in arts and culture appear. Sierra Arts examines what is currently offered by the other local arts organizations, and evaluates what arts programs & services are needed to enhance the cultural life of the community. We form partnerships and collaborate with other local organizations to strengthen programs and services offered; however, we do not replicate programming already offered by other organizations. Sierra Arts is committed to serving local and emerging artists through several means: we award approximately $8,000 per year in grants to local artists in all disciplines; the year-round Sierra Arts Gallery serves as a platform for emerging artists to showcase their work; we purchase artwork from each of the artists featured at the gallery; and we offer higher than average wages to artists that work in SAF programs. In addition, we are a leader in promoting the arts as a high-valued education initiative, creating the groundwork for larger cultural shifts towards greater appreciation of arts and culture in Washoe County and beyond. We have adopted the values promoted by the National Endowment of the Arts which include quality over quantity: we hire high-quality artists and art-educators, pay them higher wages, and implement only high-quality programming, even if doing so may reduce the amount of programs we can offer.

About the Internship
Intern will work side by side with the Marketing/PR and Gallery Associate. This internship takes place during one of our biggest fund raisers, so marketing and PR will be very important. We feature an art exhibit each month that requires expansive marketing, including print material development, web development, social media and press releases. The intern will work to market exhibitions on social media and other outlets, produce promotional materials, and install and disassemble the gallery space. The intern will also ensure events run smoothly and assist in monthly artist receptions.

Qualifications
- An interest or experience in running a gallery
- Effective social media skills
- Attention to detail and strong communication skills
- Experience with Adobe Photoshop and InDesign
- Interested in the arts

Internship Duties
- Market exhibitions on social media and other outlets
- Produce promotional materials
- Install and disassemble the gallery space
- Ensure events run smoothly
- Assist in monthly artist receptions
- Perform other duties as assigned

$12/hour for 120 hours
Spring Semester 2017

Apply by November 1st, 2016 at www.unr.edu/career