



**NORTHWEST  
FOLKLIFE**



## **ONYX FINE ARTS CCWD DIGITAL MARKETING INTERNSHIP**

### **About Onyx Fine Arts Collective:**

Onyx is organized by the voluntary efforts of a group of artists and supporters committed to celebrate and promote the visual artwork of artists of African descent. Funding in past years had come principally from artist's entry fees and grants. Recently however, Onyx has been encouraged by the support of local government, business leaders and private donors who realize the value brought to the community through such exhibits

The mission of Onyx is to give greater visibility and opportunities to artists of African descent. For 15 years our annual fine art exhibits have showcased works by artists of African descent living in the Pacific Northwest communities.

### **About Northwest Folklife and the CCWD:**

Since 1972, Northwest Folklife (NWFL) has been creating opportunities for all to celebrate, share, and participate in the evolving cultural traditions of the Pacific Northwest. The CCWD (Cultural & Creative Workforce Development Program) launched in 2020 as an initiative of the City of Seattle's inclusive creative economy strategy, offering paid career development experiences rooted in the foundational aspects of culture and creativity; working on a strengths-based, paradigm shifting platform for artists, creatives, and culture bearers to foster the potential they bring to any workplace.

Northwest Folklife (NWFL), in partnership with the Office of Economic Development (OED) and the Office of Arts & Culture (ARTS), collaborates with a diverse ecosystem of individual artists, culture bearers, cultural organizations, small businesses, entrepreneurs, and community organizers across the Pacific Northwest to provide culturally responsive, career development as well as a community-led program focused on equitable recovery and systemic transformation through the Creative Economy.

The intentional and robust support of the creative and cultural sector is a forward-thinking urban growth strategy which interrupts historical patterns of cultural divestment, displacement, and erasure.



### **Attention:**

All candidates must adhere to COVID-19 health and safety regulations. As of December 5, all CCWD program participants and site partners will be subject to the City of Seattle COVID vaccination requirements for contractors.

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### Overview:

This position supports Onyx in energizing and upkeeping their social media and other digital marketing platforms. The ideal intern will be creative, adaptable, and offer unique, fun ways to continue marketing Onyx to broader audiences.

<b>REPORTS TO:</b>	Ashby Reed (Onyx) & CCWD Program Manager (NWFL)
<b>HOURS &amp; DURATION:</b>	15 Hours/Week*, 6 months (December 2021 – May 2022)
<b>COMPENSATION:</b>	\$16.69/Hour

\*As the Digital Marketing Intern, you will create and collaborate with Onyx leaders on digital and written content for social media. The role is primarily remote with in-person work as an option if the intern and site agree. Scheduling for this position is negotiated with the Onyx site supervisor. Onyx work hours: Mon-Fri, 12pm – 6pm with some possible weekend or evening hours for events.

### Digital Marketing Responsibilities & Duties:

- Design and create visual and written content to support Onyx Fine Arts and artists' news and events through our digital communication channels such as our website social media channels (Instagram and Facebook)
- Content creation & distribution for Onyx video channels including YouTube and IGTV
- Managing the scheduling of social media posts using scheduling applications such as Hootsuite and Google calendar
- Opportunity to gain/increase familiarity with Adobe Photoshop, Adobe Illustrator, Canva, and other platforms for design and editing, and apply skills to business marketing and promotion
- Create, edit, and maintain entries on the Onyx events calendar and send event notifications to relevant media publications
- Program Development - attend and participate in key team meetings and activities, when available, with key Onyx organizers
- Other duties as assigned

### Cultural & Creative Workforce Development (CCWD) Program Responsibilities (w/NWFL):

- Complete CCWD internship experience surveys
- Attend individual and program check-ins. (In-person or virtual, 1 hour every other week)
- Participate in CCWD activities, networking, and team projects

**Desired Qualifications & Skills:**

- Strong verbal and written communication skills
- Outstanding organizational skills and attention to detail
- Ability to work independently and take initiative on projects
- Ability to juggle multiple projects at once
- Experience in customer service and cultivating relationships with diverse populations
- Experience with MS Office, G-Suite applications, and task management software to work under pressure efficiently with a positive attitude
- A passion for: Arts and culture, promoting cultural exchange, and community-building
- Applicants should be participating in or have recently participated in creatively centered youth programming OR should be currently enrolled in creative coursework or following a creatively focused area of study/major. Please contact us if you have questions regarding this requirement
- A passion for using arts, culture, and creativity to promote cultural exchange and community development

**Identified Learning Outcomes:**

- Increase design and marketing skills through creation and collaboration
- Understand specific design requirements of campaigns and to promote partners by working on projects in a marketing plan
- Understand and use best practices in design for and community-centered audience engagement in a variety of mediums including social media, web, and some print
- Develop an understanding of project management by working between various project partners on creating a design asset from start to finish

**DUE DATE:**

- **Application review begins on November 22nd, 2021. Position is open until filled.**
- Do not hesitate to apply or reach out if you have concerns about skill level with the above listed responsibilities. There is a lot of room to make this internship your own and grow your skills. Please email [internships@nwfolklife.org](mailto:internships@nwfolklife.org) for any questions

**(See next page)**

**ONYX CCWD DIGITAL MARKETING INTERNSHIP**  
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**HOW TO APPLY:**

- **Please submit a statement of intent (2-3 paragraphs) which includes:**
  - Your interest in creative careers and skills
  - Who you are, and how you think this internship will help you
  - What is most exciting to you about taking part in this internship
- **Please submit materials to [internships@nwfolklife.org](mailto:internships@nwfolklife.org)**
- **SUBJECT LINE: Onyx Internship**
- Resume and cover letter are appreciated, but not required to apply
- If hired, candidates will need to complete the I-9 and provide other employment documentation to Northwest Folklife

*All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, or any other protected classification, in accordance with applicable federal, state, and local laws. Equal access to programs, services, and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative. Northwest Folklife is a 501(c)(3) nonprofit organization.*