

Marketing Internship Overview

The Marketing Intern at the Center for Arts-Inspired Learning (CAL) supports the organization's mission to transform lives through arts-inspired learning by helping share our impact across digital platforms. Interns gain hands-on experience in nonprofit marketing, content strategy, and community storytelling.

Interns may focus on one or more of the following tracks, depending on interest and skillset:

CONTENT CAPTURE & DIGITAL ASSET

Description:

Support CAL's storytelling efforts by photographing programs in action, attending events, and managing digital media. Ideal for someone interested in photography, content organization, and behind-the-scenes communications work.

Responsibilities:

- Capture high-quality photos at venues where CAL programming takes place—including CAL sites like our office and Studio 105, as well as partner locations such as schools, recreation centers, places of worship, libraries, and more. This also includes CAL-hosted events.
- Upload and organize photos in SharePoint by program and media release status
- Maintain folders of usable content for communications and fundraising use
- Track and sort files based on media release permissions

Goals & Learning Objectives:

- Gain hands-on experience in visual content creation and nonprofit marketing
- Build a portfolio of mission-driven photography
- Learn digital asset management using tools like SharePoint
- Understand media release protocols and ethical storytelling practices
- Support real-world communications campaigns through organized content capture and delivery

SEO & WEBSITE STRATEGY

Description:

Help improve CAL's online visibility through beginner-friendly SEO strategies and basic website content updates. This position is ideal for a college student interested in digital marketing, content writing, or web strategy who wants to gain practical skills in how organizations grow their digital presence.

Responsibilities:

- Conduct keyword research to align with CAL's mission, programs, and audiences
- Update page titles, meta descriptions, and on-page text to reflect SEO best practices
- Assist in auditing the website for outdated content, broken links, and content gaps
- Help organize and plan content updates based on user needs and search trends
- Track basic performance data using tools like Squarespace and Google analytics platforms (training provided)

Goals & Learning Objectives:

- Learn foundational SEO tools, tactics, and terminology
- Strengthen digital writing skills by crafting clear, keyword-informed content
- Gain experience in optimizing web content for both search engines and user experience
- Understand how nonprofits use SEO and web strategy to reach and engage their audiences online
- Build relevant experience in website management and content strategy for your resume or portfolio

TIKTOK CONTENT & STRATEGY

Description:

Bring CAL's TikTok to life by creating engaging, youth-centered video content that highlights our programs and impact. This internship is perfect for someone who enjoys TikTok, has a creative eye, and is eager to learn how to use social media strategically to tell stories and support a nonprofit mission.

Responsibilities:

- Help develop and shape a TikTok strategy that reflects CAL's voice and values
- Create short-form videos that showcase our programs, youth participants, and community impact
- Assist with planning and scheduling content for TikTok and other platforms (like Instagram Reels or Stories)
- Monitor content performance and suggest creative ways to improve engagement
- Stay current on trends, sounds, and best practices in TikTok content

Goals & Learning Objectives:

- Gain hands-on experience using TikTok for storytelling and nonprofit visibility
- Learn how to create content that is both creative and mission-driven
- Build skills in short-form video creation, editing, and platform strategy
- Understand how social media can amplify the voices of the communities we serve
- Strengthen your ability to tailor content to different platforms and audiences

We're grateful for interns who bring flexibility, reliability, and a commitment to working safely with our community. Because many of our programs take place in the evenings or on weekends, flexible availability is important. Reliable transportation is also needed, as interns may travel to different program sites. To ensure a safe environment for all, interns should either have or be eligible to obtain Ohio BCI and FBI background clearance.

Applicants, please submit the following materials to Myia Hobson, CAL Director of Marketing and Communications, at myia@arts-inspiredlearning.org by November 30, 2025:

- **Cover letter**
- **Resume**
- **Photography portfolio (required only for those applying to the Content Capture and Digital Asset position)**

[Discover more about CAL by visiting www.arts-inspiredlearning.org!](http://www.arts-inspiredlearning.org)