



### **Marketing Internship Summer/Fall 2021 Paid Position**

*(Paid, \$12 per hour, 10 hours per week. Work schedule and timeframe is flexible.  
Preferred timing is mid-May through mid-November.)*

Candidate will support the Communications & Development Director in four primary areas:

**SOCIAL MEDIA OUTREACH (50%):** Intern will work with Director to coordinate social media outreach via the Instagram, Facebook and Nextdoor platforms to coincide with the Golden Civic Foundation's (Foundation) on-going programming and Golden Summer Jam and Annual Gala events. Work will include developing a 6-month schedule, content development including writing, post design, photography and video production, and managing post placement via Hootsuite social media management software;

**EVENT SUPPORT (15%):** On-site event support for set-up and band management at our 4<sup>th</sup> Annual Golden Summer Jam music festival on Thursday, June 24<sup>th</sup> and our November Gala & Auction at the Colorado School of Mines Friedhoff Event Center; **FUNDRAISING (20%):** Exposure to our fundraising outreach within the Golden community including video development assistance for a monthly-giving program launch and assistance with soliciting and collecting silent auction items for our annual Gala & Auction.

**GRAPHIC DESIGN (15%):** General graphic design support for not only social media posts but event signage and promotional materials as needed.

Specific intern duties will include copy writing, video production, basic graphic design, event planning and implementation support and social media content development and management. In this position, it is our intent that the intern will gain an understanding of the marketing strategies and efforts involved with hosting and promoting successful events and marketing programs, and, that the intern will also learn about fundraising strategies/outreach and non-profit organizations.

Preferred candidate strengths include: Dependable, creative and organized, with solid writing skills.

This position involves fun work and fun people and is based in the heart of beautiful downtown Golden!

#### **About the Golden Civic Foundation:**

The Golden Civic Foundation is a 501c3 non-profit foundation that supports the Golden community. Started in 1970, more than two generations of Golden's citizens have benefited from the GCF's participation in community life. From the downtown streetscape and public art that graces city streets and walking paths, the sponsorship of community events and the support of downtown revitalization efforts, the Foundation has invested more than \$6.4 million in the Golden community.

The Foundation is active in civic development, offers financial support to local non-profit organizations via an annual community grant program and provides small business support via a business loan program. Funding utilized for grants is raised through our annual Gala. Please see our website at:

<http://www.goldencivicfoundation.org/>

## About our Events:

**The Golden Summer Jam:** The Golden Civic Foundation is proud to bring back our 4th Annual Golden Summer Jam on Thursday, June 24th at the beautiful Colorado Railroad Museum pavilion and grounds from 5:30 – 9:30pm! After having to cancel last year due to the pandemic, we are very excited to offer this community-oriented event that brings residents together in a safe manner and features fun for all ages including live music, family-oriented activities and great food and beer. **This year's performers include Derek Hall & the Possibilities, The Great Salmon Famine and Wildermis, three rockin' bands with Golden connections!** Guests can also explore the Museum's 15-acre railyard that is home to more than 100 locomotives, catch a ride on a vintage passenger train and delight in the charm of the fully operational miniature garden railway. Food and beverage will be sold by vendors including Presenting Sponsor Bob's Atomic Burgers, other food truck partners and New Terrain Brewing. Tickets are \$25 for adults and free for youth under 18 and include one complimentary beer per adult.

**The Golden Civic Foundation 46<sup>th</sup> Annual Gala & Auction:** We have hosted a much-enjoyed Gala for the Golden community for the past 45 years. Last year's 100% virtual Gala, while very successful, is not indicative of our normal, in-person Gala. Therefore, we're providing the following summary of the 2019 Gala for your information: For more than 44 years, the Golden Civic Foundation's Annual Gala & Auction has been "THE" event of the year for active members of the Golden community who love our town. The Gala moved last year to the Colorado School of Mines' Lockridge Arena in order to accommodate more guests. The Vintage-Western themed Gala & Auction, sponsored by Confluence Companies and Coors Brewing Co., will take place on Saturday, October 12, 2019 beginning at 5:30pm and will include dinner, a cash bar, exciting live and silent auctions and high-energy musical entertainment. **This event is the primary fundraiser for the Golden Civic Foundation's Grant Program and more than \$6.4 million that has been raised over the past 50 years has been reinvested back into the Golden community to support charitable organizations, public schools, museums and cultural centers in the greater Golden area.**

- A. **Compensation.** Intern shall be compensated in the amount of \$12 per hour for 10 hours (flexible schedule) per week, payable on or before the fifth (5th) day of each month for the term of this Agreement. This compensation shall be subject to the customary withholding tax and other employment taxes as required with respect to compensation paid by an employer to an employee.
- B. **Expenses.** Preapproved expenses will be paid by the GCF. The Executive Director must preapprove such expenses. All receipts evidencing such expenses shall conform to the record-keeping requirements of the Internal Revenue Code. The GCF shall, in its sole discretion, determine whether or not an expense incurred by Employee constitutes an "ordinary or necessary business-related expense." Employee shall apply for reimbursement for said expenses on a monthly basis.
- C. **Benefits.** No vacation, sick leave, retirement plan, or health insurance is included in compensation.
- D. **Technology & Workspace.** The intern must utilize their own, personal laptop for GCF related work. Our office in the Connects Workspace at 1301 Arapahoe Street (above Café 13) provides a phone, copy machine, printer, excellent wireless and beverages/snacks.