

Sotheby's INSTITUTE OF ART

Marketing Intern

The **Global Marketing Intern** will be based in New York and provide marketing support for Sotheby's Institute of Art, a leading provider of art business education since 1969 with campuses in New York, London, and Los Angeles. The position is integrated within CIG Education Group, the internal agency which provides marketing for Sotheby's Institute of Art and The School of The New York Times. In addition to working on projects for Sotheby's Institute, the intern will be an essential and integrated part of a fast paced team working across both schools.

The ideal candidate will be worldly, able to move quickly and with high attention to detail, collaborative, and juggle a variety of projects simultaneously, from the creative to the data-driven. The successful candidate is a critical thinker with interest in marketing, higher learning, and curiosity about the art world and journalism and able to demonstrate quick understanding of new concepts, excellent work product, and be a steward of these two prestigious global brands.

Essential Duties and Responsibilities

- Tracking and maintaining a collection of all marketing materials such as emails, advertising, photograph, press clips, etc.
- Market research and horizon scanning projects
- Help prepare and design internal and external reports and maintain databases
- Assist with social media marketing and school websites
- Manage promotional course assets
- Assisting with marketing plans across all programs, ranging from graduate school to pre-college programs.
- Writing copy for website, marketing materials, email blast, etc.
- Assisting with digital & creative projects, including photography, graphic design, etc.
- Assist with day-to-day marketing tasks and projects as requested.

Knowledge and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill and ability required. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Superior writing, editing, and organizational skills
- Attention to detail and ability to manage diverse projects quickly and effectively
- Adobe creative suite knowledge a plus
- Ability to be present in the office
- Ability to pass a background check

Education, Work Experience and Skills

- College student, art history, marketing, media/communications or English/writing major preferred
- Knowledge of various social media platforms a plus

To Apply:

- Email your **resume** and a **cover letter** to: opportunities@sothebysinstitute.com
- In the subject line of your email enter: "**MARKETING INTERN**"

NO RECRUITERS

Sotheby's Institute of Art is an Equal Opportunity Employer

<http://www.sothebysinstitute.com>