

## **INTERN FOR LabforCulture.org – Communications and Marketing**

We would like to invite a student (the applicant must be a registered student in a higher education institution throughout the course of the internship) of communication/marketing studies to join our team as an intern for three days a week for a minimum of 6 months and a maximum of 9 months, starting in February 2007. Studies of an international character or international experience is seen as an asset. Important: the intern must have a valid work permit for the Netherlands, according to Dutch Labour Law.

LabforCulture is the essential online tool for everyone involved in arts and culture who creates, collaborates, shares and produces across borders in Europe. This dynamic interactive web platform was launched in 2006 to encourage dialogue, networking and collaboration across physical, cultural and imaginative borders across 48 countries in the broader Europe.

Initiated by the European Cultural Foundation (ECF) and jointly developed and supported by many of Europe's leading cultural organisations, LabforCulture offers a wealth of essential information, debate and research – including all the latest news, vital funding tips, blogs and a vast searchable database of cultural organisations operating from Rome to Reykjavik.

For more information please see [www.labforculture.org](http://www.labforculture.org)

### **Internship profile**

As an intern, you will be involved in marketing and communication activities including the research of new audiences. You will also assist in the logistical preparations of events organised by LabforCulture. We are looking for a team oriented self-starter, located in Amsterdam. You will work in an international and intercultural setting. Some travel will be required.

### **Required profile:**

- Languages: Fluent English (written and spoken) and a second European language is preferred
- Computer-literate (Word, Excel, Power Point and Internet are essential)
- Some experience in communication for and promotion of new media or contemporary arts organisations in Europe
- Experience in writing for the web
- Familiarity with the European cultural sector
- Experience and interest in promotion of online projects
- Creative thinking about approaching building audiences
- Familiarity with database maintenance and with online content management systems
- Commercial setting experience desirable, as well as experience with a commercial media database list

The Director of the LabforCulture will be the internship supervisor. The intern will receive tasks from and will work in close cooperation with the Communications Coordinator. The internship offers you possibilities to learn about marketing and communications within an international and intercultural setting. The internship will provide work experience relevant to the successful candidate's education, within an international organisation. It involves the following functions:

- Research appropriate online advertising, exchange of service and in-kind opportunities to increase the number of website visitors to and participation in [www.labforculture.org](http://www.labforculture.org) Maintain a schedule of advertising.
- Maintain outreach statistics, i.e. distribution – numbers and geographic reach - of publications; impact on LabforCulture user levels etc.
- Maintain a database of relevant offline publications for advertising and editorial purposes to promote LabforCulture across Europe. Further maintain the LabforCulture database to extend LabforCulture coverage to sectorial media and broadcast media.
- Assist in the dissemination of LabforCulture printed material to events and conferences across Europe.
- Assist in the coordination of and logistical preparations for LabforCulture communication and governance events.
- Participate in communications evaluation and planning exercises.
- Assist in the content maintenance of [www.labforculture.org](http://www.labforculture.org)

The intern will receive reimbursement of costs amounting to 375 Euros per month, based on 3 days per week, from which the internship provider will pay the social security premiums and wage tax and national insurance contributions that are due.

### **Application procedure**

Applicants should send a CV and covering letter (in English) not later than January 30<sup>th</sup> via e-mail to Gunilla Redelius, Office Manager: [gunilla@labforculture.org](mailto:gunilla@labforculture.org). The letter should explain your motivation for applying for the internship. We expect the interviews to take place early February 2008.