



2024 Summer Internship Program, Golden Peak Media Unpaid Internship in Media & Entertainment

To apply:

- Please submit a cover letter, resume, two writing samples (where applicable); design samples (where applicable) directly to hr@goldenpeakmedia.com
- Please indicate which specific position you are interested in.
- Please indicate your availability (approximate start and end dates).

Golden Peak Media's mission is to help fine artists and crafting artisans by inspiring, educating and connecting them throughout their journey. Through digital content, streaming workshops, on-demand classes, print publications, the most vetted and trusted patterns, podcasts, competitions and events, Golden Peak helps millions of people explore their passions and take their craft to the next level.

An internship at Golden Peak Media offers a range of resources to learn about enthusiast media and publishing. You will dive in and produce content by working with our passionate staff across design, social media marketing, and content creation. We seek interns with interest in the following areas:

- eCommerce/Platform
- Editorial writing and production
- Graphic design
- Marketing
- Social media management
- Video content creation and production

eCommerce/Platform

- Support launch of new eCommerce selling platform.
- Assist in website projects including enhancing imagery, SEO improvements, auditing content for accuracy, etc.
- Update Rapid Conversion Landing Pages within Word Press to create seamless audience acquisition workflow.

Editorial writing and production

- Write content for newsletters and websites, build newsletters; track performance and analyze data-driven recommendations.
- Write short pieces for social media channels.
- Write longer feature articles.
- Assist with the editorial process, including editing and proofreading articles.
- Assist with administrative tasks as needed, such as organizing digital files and managing editorial calendars.

Graphic design

- Work with Creative team on magazine and web design projects, utilizing templates and existing brand guidelines to create updated as well as original designs.

- Assist with pre- and post-production work across publications, including file prep, typesetting, layouts, corrections, photo editing, and web image production.
- Support photo stylist on photo shoots.
- Support image management/media library project.

Marketing

- Support marketing design with digital asset creation and production following brand style guides.
- Create lead gen and product focused social media posts for brand awareness and driving conversions.
- Assist in promotional email creation, tracking of results, and conducting A/B tests.
- Update Word Press site pages with new product features and relevant upsell opportunities.

Social media

- Manage social channels across quilting, knitting, jewelry, sewing and arts communities updating the social media content calendar, preparing social posts; tracking performance analytics and preparing weekly and monthly reports and recommendations based on data.
- Explore influencers GPM should work with, do outreach.
- Monitor competitive social media.

Video production

- Serve as production assistant/assistant camera operator on a public television shoot mid-July (will be credited).
- Create graphics for social/streaming/broadcast video.
- Edit short videos for promotional purposes as well as social channels.
- Tagging and taxonomy: archive media management.

Requirements

- Attention to detail.
- Ability to meet tight deadlines.
- Demonstrated passion for the arts and culture or crafts.
- Enrollment in or recent graduation from a degree program in journalism, communications, marketing, arts, or a related field preferred.
- For eCommerce/Platform: Strong understanding of eCommerce online selling platforms; experience with WordPress preferred; understanding of SEO and web traffic metrics.
- For Editorial: Strong writing and communication skills
- For Graphic design: Strong visual and conceptual skills. A solid grasp of typography, color, layout, branding, and print and digital production best practices; proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Bridge and Acrobat Pro). Experience in photo editing/retouching, WordPress, HTML, and social media platforms a plus.
- For Marketing: Adobe Creative Suite and Canva template experience; understanding of email and social media marketing platforms and metrics.
- For Social media: Experience in maintaining and growing a social media presence across array of networks and technologies; Adobe Photoshop/Illustrator experience or a proclivity for graphic design; understanding of SEO and web traffic metrics.
- For Video: video production experience.

This is an unpaid internship, but it provides an excellent opportunity to gain practical experience in the editorial process of leading arts and craft enthusiast magazines. The intern will have the chance to work closely with experienced editors and writers, as well as to have their work published in a professional setting.

Why You'll Love Golden Peak Media:

- Where else can your passion/hobby also be your job? We love crafting and arts, and if you do to, you can live it every day. Our events and content expose you to some next level skills that you can learn on the job (free access to all our online content and courses).
- Our brands -- from Fons & Porters Love of Quilting to Artists Magazine -- are the most notable, celebrated brands in our industry and you get a chance to help shape them for an even brighter future.
- Excelsior! is our motto (ever upwards!). We stay hungry. We look for the hardest challenges and tasks and once we master them, we look for the next one. We celebrate our victories and are always excited for tomorrow knowing "good enough" is never really "good enough."
- Everybody sweeps. No task is ever too small for our team. We sweat the details and are not afraid to get our hands dirty.
- You'll work with some of the smartest and most interesting enthusiasts. We work hard and we have fun too. We care deeply about crafting and each other.
- We are purposeful, strategic, and mindful with our decisions, words, and behaviors.
- We cultivate curiosity, take risks, learn by doing and reward future thinking.
- We encourage all voices. Team members are encouraged to share their thoughts and ideas. We embrace the notion that debate is healthy and knowing that an impassioned discourse leads to our best results.

Golden Peak Media provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

The statements used herein are intended to describe the general nature and level of the work being performed by an employee in this position and are not intended to be construed as an exhaustive list of responsibilities, duties and skills required by an incumbent so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the Company.

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