

Heyday Marketing & Events Internship

Work Days: Flexible

Hours: 8-12 hours/week

Duration: 3 months

Heyday offers exciting internship opportunities in the events and marketing departments. Not only will interns be directly involved in the day-to-day activities of a book publishing house, there will be opportunities for informational interviews with staff in other departments and a chance to attend in-house launch and production meetings as well as outside networking events for the industry.

These internships are valuable not only for students of communications, business, marketing, mass media studies, journalism, social sciences, and the humanities, but also for anyone interested in developing networks with organizations across California.

Experience not necessary but interns are expected to be able to work independently, have a desire to learn about publishing, be extremely organized, have excellent writing and communications skills, and be familiar with today's social media platforms. Internships at Heyday are unpaid.

We ask that interns commit to work with us for eight to twelve hours per week for a three-month period: fall (mid-September through mid-December); winter/spring (February through April); or summer (June through August). Longer internships (4-6 months) are also available with the marketing department. Course credit can be arranged for university and college students.

Please send your résumé and a cover letter explaining your interest in an internship in publishing to:

Internship Program Coordinator

Heyday

P.O. Box 9145

Berkeley, CA 94709

Fax: (510) 549-1889

internship@heydaybooks.com

No phone calls, please.

Marketing Internship

Reports to: Marketing and Publicity Director

The marketing internship will provide an exciting introduction to the world of publicity and marketing in the publishing industry. Interns in this department will have a hand in assisting the marketing and publicity director and be directly involved with all aspects of the department including:

- Research for potential media
- Writing pitch letters and press releases
- Helping with mailings and database maintenance
- Organizing and researching applicable book awards

- Maintaining our press release, book, and magazine library
- Sorting and distributing clippings

In addition, a large component of this internship position is to support Heyday's ongoing efforts to promote our organization, books, and authors through online channels. Interns will be expected to help contribute to and monitor our blog, Facebook page, Twitter account, and e-newsletter.

Finally, the marketing intern will have hands-on experience with marketing one of our key titles during the season. This includes identifying key target markets, crafting pitches, and directly communicating with different organizations across California.

Events & Outreach Internship

Reports to: Education & Outreach Director

The events and outreach internship gives interns an opportunity to explore the publishing industry through the eyes of the author. Authors are experts in their field and can be the best marketing tool for their book. Tasks include:

- Researching possible event venues, such as historical societies, book stores, libraries, and clubs for specific books and authors
- Writing pitch letters, emails, and making phone calls to venues selling the idea of an event
- Creating catchy event descriptions for our website and Facebook page
- Attending events and helping with set-up and book sales

Interns will also have the chance to peek into the world of nonprofit magazine publishing by working with our quarterly magazine, *News from Native California* (NNC), which is devoted to California's indigenous people. Tasks include:

- Compiling the calendar of events in NNC
- Maintaining the subscriptions database for NNC
- Sending out renewal letters
- Researching lists, tribes, libraries, etc., to solicit for subscriptions
- Expanding the subscription and advertising bases and develop promotional materials