



Internship Descriptions

Introduction:

We're excited to tell you about our ongoing initiative to strengthen the relationship between UMBC and its surrounding communities. OCA, which stands for Opportunities for Community Alliances, is a catalyst for change in the southwest region of Baltimore County. Mocha is a coffee shop housed in the front of OCA Mocha that helps make OCA a reality. OCA Mocha is a space for sharing ideas, music, art, and culture, all over a cup of coffee! Your role on our team would be vital to the overall success of OCA Mocha's mission: To create genuine partnerships that promote social opportunities for both students and community members, as well as economic development for local businesses and organizations.

General Overview:

- Payment: \$750 Stipend and the potential to earn 3 credits (Credits can only be earned once, stipend can be repeated)
- Four positions, all working as a team:
 - Two social media interns
 - One music/event intern
 - One art intern

Requirements and Qualifications:

- General:
 - Must be a current UMBC Student
 - Recommended GPA: >2.5 (Not required)
 - No experience required, but definitely helps!
- Social Media/Marketing Interns:
 - Preferred Majors: MCS, Art/Graphic Design, English, Comp Sci
- Music/event Interns:
 - Preferred Majors: Any Art or Music Major, MCS
 - A basic understanding of sound equipment such as speakers, amplifiers, microphones, mixing, and audio cabling.
- Art Intern:
 - Preferred Majors: Any Art Major

Duties, Responsibilities, and Schedule:

- General:
 - 10hr/week

- The team of interns will be responsible for assisting efforts to promote a sense of community and increase engagement with OCA Mocha.
- The two social media/marketing interns are responsible for working together to achieve the following:
 - Following and updating our social media plan & style guide
 - Updating our website and other files to maintain a consistent and cohesive brand image
 - Content creation (graphics & media)
 - Typically use the Adobe Suite (Photoshop, InDesign) and Canva to create designs
 - Promoting events
 - Scheduling and posting on various social media platforms daily
 - Keeping track of interaction data and create monthly analytic reports
 - Develop and implement new and innovative marketing/advertising incentives to promote the company
 - Devise new methods to increase interest and participation in various events and initiatives
 - Planning and leading on-campus marketing efforts, such as tabling, on a regular basis (“Mocha Mondays”) (*On hold until further notice*).
 - Create and maintain a monthly newsletter, including the promotion of signing up via email for the newsletter
- The two music/events interns are responsible for working together to achieve the following:
 - Brainstorming creative and engaging events to be held in OCA Mocha.
 - Assisting in the planning, organization, and execution of events.
 - Booking musicians, poets, comedians, and others to perform on stage in OCA Mocha (*live stream events until further notice*).
 - Host events if the event is not being hosted by someone from the visiting organization.
 - Maintaining and developing a list of possible contacts for events and performances.
- The arts intern will be responsible for the following:
 - Maintain rotating exhibition on 120’ hallway gallery wall
 - Drafting and posting Call to Artists, curating submissions, coordinating pick-up, and drop-off of art with artists, de-installation, and installation.
 - Maintaining a list of local student and community artists
 - Maintaining the partnerships with UMBC Arts Department, Baltimore County Arts Guild, and local schools
 - Kids Club every 2nd Saturday of the month
 - Create craft kits (bonus points if they are educational) that parents/guardians can pick up for their children using the art supplies we have in the intern office
 - Continue the efforts on the community Mural.

- Communicate with the Baltimore County Arts Guild and UMBC for guidance and work with a muralist and artist to design and create the mural.

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