



www.riverbottompottery.com

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Spring 2011 Internship

Riverbottom Pottery Studio & Gallery is a multifunctional business focusing on providing services to beginner and professional potters. Riverbottom Pottery is the only studio in the Central Pennsylvania area that offers the following:

- Low commission consignment gallery dedicated to pottery art
- Pottery classes for beginner and intermediate aspiring pottery artists
- Pottery retail supplies including clay, tools and equipment
- Studio rental space

Currently Riverbottom Pottery is a one-man studio where the owner, Bob Cappelluti, is the instructor, potter/artist, and manager. They will continue to operate at this level until which time the business is profitable enough to expand the staff without sacrificing services to the customer.

Riverbottom Pottery is interested in offering an internship to an individual(s) who would like to experience running a small business from start up through expansion. This intern would be required to assist the owner/manager in the following areas:

- Website maintenance, new content and expansion
- Inventory management and control
- Equipment and supply ordering based on demand from the pottery community and sales history
- Explore, develop and expand the marketing and advertising initiatives
- Customer management including booking classes, providing educational materials and follow-up satisfactions surveys
- Assist the owner/manager with the consignment gallery including inventory control, commission calculations, identifying new artists, etc
- Day to day management of the studio, including maintenance, stocking and housekeeping

The above responsibilities will be allocated based on intern experience, interests and abilities. Riverbottom Pottery is interested in students pursuing a marketing, business, entrepreneur and maybe even website, logistics type of degrees.

This is an unpaid internship, but they are willing to pay for transportation costs. The hours are very flexible, depending on the student's schedule.

If you are interested in applying for this internship, please email your cover letter and resume to:

sales@riverbottompottery.com

If you have questions about the internship, please call Lauren Cappelluti at 813-391-3013.