Virginia Arts Festival (VAF) Marketing/Public Relations Intern(s)

REPORTS TO: Marketing Department

We are looking for proactive, resourceful, and outgoing Marketing/Public Relations Interns for every semester. Hours are flexible. Although the position is unpaid, we offer a variety of perks and educational opportunities, as well as opportunities to see Festival performances. As an organization committed to arts education, we are looking for candidates that can not only contribute to our marketing department, but also learn and grow from the opportunity to work with VAF.

REQUIREMENTS:

• Currently pursuing undergraduate studies in marketing, public relations, communications, the arts, or a related field. Recent graduates (1-2 years out of school) are also welcome to apply.

• Interested in the performing arts

• Knowledge of the Hampton Roads area and reliable transportation

• Willingness to actively contribute to our street team efforts in all seven cities of Hampton Roads (you will be reimbursed for mileage)

• Superb writing/editing, communication, computer, and administrative skills, including a strong command of Microsoft Office products

• Bonus points: Has experience with Adobe Creative Suite (Photoshop and InDesign) and/or other design tools, and video creating and editing skills.

TASKS:

• GENERAL: Attend and participate in weekly Marketing meetings, joining in planning, brainstorming, and scheduling of marketing campaigns, events, and promotions; and other duties as assigned in support of marketing, advertising, and public relations.

• SOCIAL MEDIA: The Marketing/Public Relations Intern(s) will have the opportunity to learn about writing copy, designing graphics, and strategically scheduling posts for Virginia Arts Festival and sub-brand social channels. He/she will help execute the social media calendar, including Facebook, Twitter, Tumblr, Instagram, and YouTube; and generate weekly social media analytics reports.

• EMAIL CAMPAIGNS: Work with content team to create and deploy emails to house database, contributing creative ideas for engaging emails, researching and pulling lists for targeted messaging.

• PROMOTIONS: Assist in creation and execution of marketing/advertising promotions including retail and community partnerships, press drops and advertising media events.

• ON SITE AT PERFORMANCES AND EVENTS: Assist Marketing staff at Festival performances with media, collateral distribution, displays, promotions fulfillment, and merchandise.

• STREET TEAM: Assist with street team distribution, preparing lists of meaningful targets, contacting targets for display permission, gathering materials for street team members, and helping with the distribution of posters and flyers throughout Hampton Roads.
PERKS:

Below are just a few of the opportunities and perks that will come up while working at VAF.

• The opportunity to attend monthly Downtown Norfolk Council Member Briefings and Norfolk arts meetings, as well as occasional social and networking events with DT100, the young professionals group of the Downtown Norfolk Council

• The opportunity to meet with the Marketing department staff and with other staff members as arranged.

• Tickets to Festival events based on availability

• Opportunity for professional development seminars or workshops offered locally, as approved by Marketing Director, with expenses covered by VAF (up to $100 total).

• The opportunity to brainstorm, conceptualize, and implement an internship project. This can be a blog post series, a social media campaign, a series of posters, etc. We’ll work with you to make sure you get the most out of your time at VAF.

• A professional portfolio. Upon leaving the internship, VAF staff will review your resume, writing samples, and other professional materials, putting you in the optimum position for future success.

Please email your resume, cover letter, and at least one marketing writing sample to Jo Manley, Director of Marketing & Communications, at jmanley@vafest.org. If this is an internship fulfilling a course requirement, please indicate that information in your cover letter. No phone calls please. Learn more about VAF at vafest.org.