



- **Title:** Marketing & Public Relations Intern
- **Organization:** Virginia Arts Festival
- **Internship Supervisor:** Alli Pereira, Director of Public Relations
- **Location:** 440 Bank Street, Norfolk, VA 23510. In-office
- **Internship Duration:** Fall 2025 - Spring 2026
- **Estimated Hours per Week:** 10-15 hours per week
- **Internship Type/Compensation:** Unpaid

Position Overview

Virginia Arts Festival (VAF) is seeking motivated, creative, and marketing-savvy interns to join our in-office team each semester. If you're looking for hands-on experience in arts marketing, public relations, and social media—and you're excited about supporting major performances and cultural events—this is the opportunity for you.

This internship is ideal for students or recent graduates who want to grow their skills, contribute fresh ideas, and build a strong professional foundation in marketing and communications.

About Virginia Arts Festival

The largest performing arts organization in southeastern Virginia, Virginia Arts Festival has transformed the region's cultural scene, presenting great performers from around the world and making this historic region a cultural destination for visitors from across the United States and around the world. In 2024 the Festival welcomed visitors from 49 states, the District of Columbia, and 8 foreign countries. Each season, the Festival presents over 250 performances, including free community events, student matinees, and workshops, with an annual attendance of over 110,000. Millions more are reached through international broadcasts of Festival performances on American Public Radio's Performance Today, nationally on PBS TV, and regionally on WHRO TV. Over 34.4% of ticket sales come from outside the region, bringing tens of thousands of visitors to local museums and attractions and filling regional hotels and restaurants. Estimated annual economic impact of the Festival exceeds \$25 million. Visit vafest.org to learn more.

Internship Responsibilities:

Marketing & Campaign Support

- Attend weekly team meetings and contribute to brainstorming and campaign planning
- Assist with execution of promotions and advertising campaigns
- Help with press drops, media partnerships, and marketing events

Social Media

- Draft copy, create visual content, and help manage the social media calendar
- Support TikTok and Instagram content development
- Track performance metrics and compile analytics reports

Email Marketing

- Support the creation and scheduling of marketing emails
- Work with staff to organize and target audience segments
- Contribute ideas for engaging content and subject lines

Event Support

- Assist staff at Virginia Arts Festival performances and events
- Support on-site marketing needs including signage, media check-in, and collateral distribution

Street Team + Community Outreach

- Help identify and contact local businesses and partners for promotions
- Assist with the distribution of print materials across Hampton Roads
- Prepare kits and materials for team outreach

Learning Outcomes:

By the end of the internship, the intern will

- Gain hands-on experience in fast-paced, performing arts organization
- Develop professional communication and teamwork skills
- Learn best practices in nonprofit performing arts management, strategy, research, digital marketing
- Build a portfolio of work samples

What We're Looking For:

- Currently pursuing studies in marketing, communications, PR, arts management, or a related field
- A strong interest in the performing arts and cultural events
- Confident writer with solid grammar and editing skills
- Familiar with social media platforms (especially Instagram and TikTok) and how they're used to reach and grow audiences
- A self-starter who's comfortable working both independently and in a team setting
- Familiarity with the Hampton Roads area and reliable transportation
- Available to work in person at our Norfolk office (flexible hours during the week, plus some evening/weekend events)

Bonus points if you have:

- Experience with design tools like Adobe Creative Suite (Photoshop, InDesign) or Canva
- Video editing or short-form content creation experience
- Interest in data/analytics or email marketing platforms

How to Apply:

Interested candidates should submit [Examples of application materials might include]:

- Resume
- Cover letter explaining their interest in the role
- At least one marketing-related writing sample or portfolio

Send application materials to Alli Pereira, Director of Public Relations at apereira@vafest.org. Applications will be considered immediately upon submission.