

Thursday, January 21, 2021

Public Relations Intern | Welcome to Campfire

Company: Welcome to Campfire
Location: New York, NY

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Welcome to Campfire is seeking a Public Relations Intern with a proactive attitude and a creative spirit to help the company develop its public relations strategy and grow its community and reach. We strive to create a collaborative working environment and provide you with opportunities to expand your skills and grow with the company.

If you are interested in this opportunity, please send a resume and/or a brief summary of your background to the email address provided.

Responsibilities

- Spearhead the generation and execution of Welcome to Campfire's PR strategy
- Implement a strategy to utilize "the story" around our making to expand our reach to new, fresh, non-dance audiences
- Assist in managing the company's social media platforms and campaigns, creating and curating engaging content
- Provide strategic input and feedback on marketing initiatives
- Communicate and build relationships with current and/or prospective publications and blogs
- Create and distribute press releases and media announcements
- Build and update media lists and databases
- Perform research and market analysis activities
- Assist in administrative duties

Requirements

- Background in or love for dance and the dance community
- Skill and experience in marketing, communications, and public relations
- Solid understanding of social media platforms
- Excellent verbal and written communication skills
- Attention to detail
- Desire to learn and expand skills through self-study

About Welcome to Campfire

Welcome to Campfire is the story-making platform of creators and performers Tony Bordonaro and Ingrid Kapteyn. Merging dance and theater, their productions immerse characters and audiences in dystopian futures that both endanger and engender intimate human connection. Welcome to Campfire stretches the limits of audiences' empathy by expanding the definition of immersive theatre and prioritizing the development of original stories. In our age of cyber expansion, Welcome to Campfire invites audiences back to the tribal origins of storytelling.

Welcome to Campfire
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<https://www.welcometocampfire.com/>

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