

Friday, December 13, 2024

Public Relations Intern

Company: Jacob's Pillow

Location: Becket, MA

Compensation: \$2856 stipend tax-exempt, scholarships available

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POSITION OVERVIEW

The Public Relations Intern works closely with the Public Relations & Communications Coordinator and the Director of Marketing to assist with all aspects of securing, tracking, and archiving media coverage of Jacob's Pillow Dance Festival while managing the composition of weekly press releases, compilation of press kits for media, and other printed materials as assigned.

RESPONSIBILITIES

Copywriting Support

- Assist in composing and managing written materials for Jacob's Pillow press
- Write press releases and contribute to the development of story pitching strategies
- Proofread written materials and collaborate with department members to ensure timely final production

Company Artist and Media Relations Support

- Assist with organizing photo lineups of company artists across all stages
- Develop, organize, and photo ID various press image galleries
- Maintain clippings, archives, and tracking systems for press-related activities
- Welcome press to campus for ticket pick-up
- Assemble press kits and manage their distribution to press members
- Update master media lists and track upcoming press for performances on a weekly basis

On-Campus and Event Support

- Develop and execute targeted promotions as part of the Marketing team
- On occasion: Give public tours and work in the Box Office at Will Call
- Participate in community outreach efforts
- Assist with on- and off-site marketing events
- Handle various administrative duties as assigned
- As a member of the intern class, you will be required to participate in general festival-related duties that aim to broaden your scope and understanding of the various arts administration and production roles that exist within this field as time allows and requirements evolve. These will include but are not limited to giving campus tours, assisting with production changeovers in the theater, golf carting patrons, handing out tickets at will call and other ways to interact with guests, moving chairs, setting up for events, errands, and transporting artists. Training will be provided prior to participation in these activities, and while these duties will be a part of your overall experience, you will still spend the majority of your time within your primary assigned role.
- 5-8 hours a week will be dedicated to participating in weekly seminars, career building conversations, attending dance classes, lectures, and performances.

REQUIRED QUALIFICATIONS

- Strong written communication skills with an eye for detail and proficiency in grammar and syntax
- Organized and effective time manager that is comfortable meeting deadlines
- Willingness to be a strong and pleasant verbal communicator and foster relationships with the public
- Willingness to problem solve and adapt to changing circumstances

PREFERRED QUALIFICATIONS

- Strong interest in a communications role within an arts and culture organization
- Strong interest in developing interpersonal skills, writing skills, and storytelling
- Knowledge of the dance field is a plus; Journalism, English, Public Relations, Communications, and Marketing majors are encouraged to apply.

SKILLS & ABILITIES

- Written and verbal communication
- Relationship building
- Time management
- Teamwork and collaboration
- Committed to a culture of continuous learning and growth, with a focus on advancing Inclusion, Diversity, Equity, Accessibility, and Belonging efforts, while fostering a welcoming, equitable, and supportive environment where everyone feels valued.

WORKING CONDITIONS / PHYSICAL DEMANDS

- Office setting: Remaining in a stationary position for extended periods of time, moving within the office space as necessary. Shared working space with others in close proximity.
- Limited access to air conditioning in summer months in accommodations and office spaces.
- Frequent interruptions.
- Working semi-regularly outdoors in all weather conditions, including inclement weather.
- Working semi-regularly in wooded areas with exposure to native wildlife, including, but not limited to, rodents, ticks, and mosquitos.
- Move objects across campus, with or without assistance, such as tables, chairs, and event supplies.
- Ability to work evenings and weekends.

*Not sure you meet 100% of the qualifications? Research shows that men apply for jobs when they fulfill an average of 60% of the criteria, but women tend to apply only if they meet 100% of them. Yet, people who are systematically marginalized tend only to apply if they meet every

requirement. We encourage you to apply if you believe you could excel in this role. Please use your cover letter to tell us about what you hope to bring to this role. We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. So, whether you're returning to work after a gap in employment, simply looking to transition, or taking the next step in your career path, we will be glad to have you on our radar.

APPLICATION PROCESS

Video and/or audio applications are welcome (though not required), in addition to written expressions of interest.

Interview Stages:

- (1) A Zoom interview with direct supervisor
- (2) A Zoom interview with direct supervisor and another member of the Pillow team

Additional Documents:

Candidates must include one writing sample/excerpt with their application (maximum two pages each). Applications submitted without a writing sample are considered incomplete.

Final round applicants will be asked to complete an original writing assignment.

Accessibility Accommodations:

Should you require any accommodations to facilitate your application, please don't hesitate to reach out to us at hr@jacobspillow.org. We are committed to providing support throughout the application journey, whether that's through email, a phone conversation, or a video call.

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