

Tuesday, November 19, 2013

Marketing, Media & Communications Intern

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Title: Marketing, Media & Communications Intern

Status: Seasonal

Reports to: Associate Director of Development, Design & Marketing Associate and Senior Staff

Works with: Company Staff, Festival Performers, Local Media Personnel, Community Businesses, Fellow Interns

Dates: May 19, 2014-September 20, 2014

Focused Responsibilities: Assisting with Marketing; Design of Posters, Handouts, Programs, and Advertisements, Videoing and Archiving all performances, updating social media, coordinating ad deadlines with Senior Staff and contractors, generating weekly emails to The Yard's Constant Contact list serve.

*Dance and/or Visual Artists interested in the genres of painting, drawing, design, video & photography are strongly encouraged to apply for this position.

The Marketing, Media & Communications Intern is highly detail-oriented, creative, and has an eye for layout design and performance video/photo. This candidate has the ability to work effectively in a group and with multiple supervisors. A successful applicant should have experience in simple graphic design or computer publishing. The intern should be open to learning new software and always thinking of innovative and more efficient ways to produce and market work. Experience analyzing website data, Facebook, Twitter, and YouTube are a plus. Knowledge of Adobe software (specifically Photoshop and/or InDesign and/or Illustrator), Constant Contact, Final Cut Pro, and Microsoft (Word, Publisher, Excel) are encouraged. Possible design opportunities include posters, flyers, and programs for performances, updating social media, and arranging press interviews/photo shoots with newspapers and TV/radio stations. Candidates will also be responsible for video archiving every performance at The Yard.

The Marketing, Media & Communications Intern will gather information and produce a weekly performance program, keep an archival press binder, arrange media equipment pick-up and drop offs, and aid in press release work. This position offers the possibility to perform and/or work on an independent visual art project over the course of the summer, to be presented as part of the annual staff and intern presentation at The Yard. Successful candidates will demonstrate a genuine interest in organization and communication with artists, contractors, businesses, and fellow staff, be highly detail-oriented, proactive, and efficient.

The Marketing, Media & Communications Intern is also responsible for aiding senior staff with daily operations and any general tasks required, not specific to Communications or Marketing.

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