

Friday, December 13, 2024

## Audience Development Intern

Company: Jacob's Pillow

Location: Becket, MA

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

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### POSITION OVERVIEW

The Audience Development Intern works closely with the Audience Development Manager to collaborate on and execute strategic initiatives to develop new in-person and digital audiences for both free and paid events, as well as building strong relationships with local and regional community members and organizations, and serving as a supporting liaison to the Community Engagement department and The School at Jacob's Pillow on year-round projects and initiatives.

### RESPONSIBILITIES

- Works cross-departmentally to create email, website, blog writing, and social media strategy to promote specific year-round programs and summer events of The School and Community Engagement departments, increasing brand awareness and expanding the potential audience base.
- Attend regular meetings with the Marketing, School, and Community Engagement departments to collaborate on initiatives and stay informed on departmental updates.
- Support the Audience Development Manager with creating and cultivating partnerships with local organizations and affinity groups through direct outreach, relationship management, and research projects.
- Capture and create content for the Pillow's social media channels, including Facebook, Instagram, and TikTok.
- Support the Audience Development Manager and Marketing team with strategy and engagement across the Pillow's social media channels, including Facebook, Instagram, and TikTok.
- Help to manage aspects of in-person visitor relations on the Jacob's Pillow campus, including giving public tours.
- Represent Jacob's Pillow at on-site and off-site marketing and community events.
- The Audience Development Intern will have the opportunity to shadow another position or department, providing additional insight into areas of arts administration that align with their interests.
- 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 interest in communications, interpersonal collaboration, community development, and project management
- Possess exceptional writing skills
- Detail-oriented, organized, effective time management skills
- Experience with social media content creation and management (Instagram, Facebook, TikTok)
- Active commitment to Diversity, Equity, Inclusion, and Accessibility
- Comfortable engaging with strangers and large groups

### PREFERRED QUALIFICATIONS

- Knowledge of dance field is a plus
- Having access to a vehicle is a plus, as the role involves travel to nearby events

### SKILLS AND ABILITIES

- Written and verbal communication
- Research and analysis
- Public speaking
- Teamwork and collaboration
- Project management
- Customer service
- 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.

This internship offers a unique opportunity for individuals interested in marketing, communications, and community engagement, providing exposure to audience development and audience engagement initiatives in a vibrant, internationally-renowned performing arts organization. Those pursuing careers in arts administration, community development, digital marketing, and communications are encouraged to apply.

### 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:

We may ask for a writing sample or a sample spreadsheet to better understand your expertise and fit for the role.

Accessibility Accommodations:

Should you require any accommodations to facilitate your application, please don't hesitate to reach out to us at [hr@jacobspillow.org](mailto: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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