

Music@Menlo

CHAMBER MUSIC FESTIVAL AND INSTITUTE • DAVID FINCKEL & WU HAN, ARTISTIC DIRECTORS

Publications and Publicity Intern (1 position)

Location: Atherton/Menlo Park, California

MUSIC@MENLO, the San Francisco Peninsula's premier chamber music festival, brings some of the world's leading musicians, students, and scholars to the San Francisco Bay Area each summer for three weeks of public concerts, lectures, and workshops. Concurrent with the festival is Music@Menlo's Chamber Music Institute, which offers two distinct programs for serious music students and preprofessional musicians ages 9 to 29.

Music@Menlo's internship program is ideally suited for motivated individuals who are eager to learn about the field of arts management and related work areas in a professional setting. An internship with Music@Menlo offers invaluable training and mentorship towards a professional career in arts management, public relations, digital media, or nonprofit administration. Through on-the-job training and hands-on experience, interns will build practical experience and develop professional skills to take them into the next stage of their career development. To learn more, please visit www.musicatmenlo.org.

Description

Music@Menlo is seeking a mature, reliable Publications and Publicity Intern for its 2017 season. Successful candidates will have the opportunity to learn more about what goes on behind the scenes at a major arts festival and to gain valuable, practical skills in publication design, marketing, event planning, and arts management. Reporting to the Communications Director, the Publications and Publicity Intern works closely with Music@Menlo staff to plan and execute a number of activities focused on public relations, communications and social media outreach, and the production and design of the festival's publications, website, and other collateral materials.

Responsibilities

The Publications and Publicity Intern will be responsible for a variety of activities, which include but are not limited to:

- Publication production – work with designer, proofreader, and Communications Director in the creation of the festival program book. Includes coordination and routing of content; image selection and preparation; galley review, proofreading, and mark-up; some layout work and preparation of files for press.
- Merchandise – work with merchandise and development interns in designing and creating festival materials. Provide back-up staff support for merchandise interns, including staffing merchandise table during festival events as needed.
- Advertising artwork – create, deliver, and track advertisements to various media outlets as per advertising schedule.
- E-marketing, website content, and social media – work with Communications Director to create content and design for festival e-blasts and create and post content to festival website and other websites in an effort to increase visibility for the 2017 festival, including Facebook and Twitter.
- Festival Collateral – layout, design, and coordinate production of festival collateral materials including invitations, press materials, postcards, signage, concert, and other materials as needed.
- Public Relations – Work with public relations firm on outreach to local media, edit press releases and update press image gallery, manage festival press board display throughout the festival, and complete layouts of all festival publicity for final festival press book.
- Viral street team marketing – create and execute a plan for increasing festival's visibility in the local community; includes distributing flyers, posters, brochures, and other materials in target Palo Alto and Menlo Park locations. Create and manage collateral display for festival concerts at select venues.
- Image production and organization – throughout the festival, work with photography team to select and edit images for press publication, organize and catalog images from daily selects, helping to build a collection of high-quality festival images for future design use.
- Onsite festival marketing – coordinate marketing and signage needs at select special events (managing displays and other promotional efforts designed to increase festival's visibility and capture data to expand

festival mail list).

- Document best practices and prepare internship binder.
- Other duties may be assigned to ensure the overall success of the festival.

Qualifications

The ideal candidate will have strong writing, analytical, organizational, and interpersonal skills coupled with some layout, graphic design, and photo editing experience. Advanced computer skills, including the ability to use graphic design applications such as Adobe Creative Suite is preferred. Intern should also demonstrate impeccable attention to detail as well as positive energy and a willingness to pitch in and be a team player wherever needed. Through this internship, the intern will have the ability to further develop these professional skills as well as learning new skills. The position requires flexibility and the ability to thrive in a fast-paced environment. The Publications and Publicity Intern must be open to receiving feedback and guidance throughout the course of their internship. An interest in classical music or the performing arts is helpful, but not required.

In addition, the following qualifications must be demonstrated for this position:

- Interest in marketing, fundraising, arts management, and/or non-profit management
- Ability to work independently but integrate with a larger, cohesive team
- Sound judgment, tact, diplomacy, and flexibility with different personalities and working styles

Dates, Compensation, Work Hours, Misc. Info

Full-time internship dates are May 30 through August 9, 2017. Start date is modestly negotiable but candidate must start no later than June 5. This is a full-time, seasonal, non-exempt position. Hourly compensation is at the rate of \$10.50 per hour. Work hours through July 7 will be approximately 9:00 a.m. to 5:30 p.m., Monday through Friday allowing for one half-hour lunch. Beginning July 8, the work schedule will change to include various forty-hour work week shifts, which may begin mid-week and include Saturday and Sunday hours as well as paid overtime. All interns are required to complete a successful background check as required by California State law. Successful candidates will be responsible for securing their own housing and transportation arrangements in the Atherton/Menlo Park/Palo Alto area.

In addition, interns will receive the following:

- On-the-job training and hands-on experience working with the organization's staff in a professional, supportive environment
- A broad perspective on the many components that form an internationally renowned classical music festival
- Free tickets to select performances, subject to availability and schedule demands
- For positions beginning prior to July 1, a seminar series led by staff and guest speakers focusing on topics related to nonprofit administration, such as marketing, fund-raising, financial management, and strategic planning
- Career development assistance
- College credit, work study, independent study, and/or cooperative learning programs may be available through your college or university. Participants may arrange for academic credit through their school, but it is certainly not a requirement.

To Apply

Complete the application form at www.musicatmenlo.org and send with supporting materials to the address stated on the application. Applications will be reviewed as they arrive, so early applications are encouraged. Preferred deadline: March 1, 2017, however, applications will be considered until position is filled.