

## **Publications and Publicity Intern (1 position)** *Reports to Communications Director*

Music@Menlo is seeking a Publications and Publicity Intern for its 2019 season. Through project-based, hands-on work, the Publications and Publicity Intern 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**

- 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 merchandising and development interns in designing and creating festival materials. Provide backup staff support for merchandising 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 2019 festival, including Facebook and Twitter.
- Festival collateral – layout, design, and coordinate production of festival collateral materials including invitations, press materials, postcards, signage, program inserts, 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, 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 (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.

### **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 job 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 are required to ensure a meaningful, well-rounded experience for the intern:

- Interest in marketing, fundraising, arts management, and/or nonprofit 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**

Internship dates are May 28 through August 7, 2019. Start date is modestly negotiable but intern must start no later than June 3. This is a full-time, seasonal, non-exempt position. Hourly compensation is at the rate of \$12.00 per hour. Work hours through July 3 will be approximately 9:00 a.m. to 5:30 p.m., Monday through Friday allowing for a 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 will include Saturday and Sunday hours plus paid overtime. All interns are required to complete a successful background check as required by California State law. Interns 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 management, including nonprofit finance, strategic planning, fundraising, and arts marketing
- 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, if desired.

#### **To Apply**

Complete the application form at [www.musicatmenlo.org/about/internships](http://www.musicatmenlo.org/about/internships).

**Preferred deadline: February 15, 2019, or until position is filled.**

#### **About Music@Menlo**

Music@Menlo, an internationally acclaimed chamber music festival and institute under the artistic direction of cellist David Finckel and pianist Wu Han, was founded in 2003. Based in Atherton, California, and an important part of the San Francisco Bay Area's dynamic cultural fabric, Music@Menlo is noted for its world-class chamber music performances, extensive audience engagement programs, intensive training for preprofessional musicians through its Chamber Music Institute, and efforts to enrich and expand the global chamber music community.

#### **About the Arts Management Internship Program**

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 or nonprofit administration. Through on-the-job training and hands-on experience, interns gain practical experience and develop professional skills to take them into the next stage of their career development.