

**BRITT FESTIVALS**  
**2010 Intern Position Job Description**

**Position:**     **Marketing Department Intern** (summer position)  
**Supervisor:**   **Marketing Manager**

**General Description:** The Marketing Department Intern will be an integral part of Britt's Marketing Department and will be responsible for assisting the Marketing Manager in several aspects of marketing Britt Festivals, specifically in regards to the organization's web presence.

**DUTIES AND RESPONSIBILITIES:**

**Social Networking**

Maintain Britt's profile and activity on internal and external social networking functions.

- Monitor profile on all sites for comments/activity
- Write regular blog posts for Britt web site. May include research.
- Create and implement a plan to maintain and increase presence on social networking sites, using current trends and data from arts marketing sources

**E-Marketing and Web Site Maintenance**

- Assist with development of monthly e-newsletter, including writing, layout in Dreamweaver and sending
- Assist with webmaster content duties, to include creating new content, updating content, and optimizing and placing photos.

**Marketing Department Support**

May include the following, depending on interest/aptitude of student, and department needs:

- Writing content for publications
- Desktop publishing work to support department
- General office support including maintaining press clippings and filing

**JOB REQUIREMENTS:**

The Marketing Department Intern is expected to work office hours. Working remotely with regular check-in is a possibility. Position requires own transportation to and from Medford office.

**KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:**

Britt Festivals Marketing Department intern should be a highly organized individual with education in marketing, public relations, journalism or other related fields. Strong written and oral communications skills are essential. Experience with electronic media necessary. Applicants must be computer literate (Macintosh platform is helpful, as is html knowledge) and be able to handle multiple projects at once.