



Britt Festivals 2012 Internship Program

MARKETING DEPARTMENT

Marketing & Social Media Intern (Winter Term)

The Marketing Department is responsible for publicizing and marketing all of Britt Festivals programs and events, and for ensuring strong and consistent brand management throughout all materials and promotional pieces related to Britt Festivals. *Internship requires a minimum of 10 hours per week.*

JOB DESCRIPTION

The **Marketing & Social Media Intern** will be an integral part of Britt's Marketing Department and will be responsible for assisting the Marketing Director with overall promotion and marketing of Britt Festivals, including 50th season celebrations, upcoming concert season, special events, and education activities.

Responsibilities include, but are not limited to:

- Execute social marketing strategy through use of Facebook, Twitter, and other social media and web-based marketing tools as appropriate
- Create blogging schedule, and write blog posts that highlight various programs within the organization
- Other writing duties including web copy, e-newsletters and e-campaigns, and promotions for events

JOB REQUIREMENTS

- Outstanding verbal and written communication skills, editing skills and attention to detail
- Experience with web-based marketing and a knowledge of online communication strategies a plus
- Marketing, Public Relations, Journalism, or Arts Administration majors/backgrounds preferred

HOW TO APPLY

- A cover letter outlining relevant experience and career goals, and specification of which departmental internship(s) you would like to be considered for
- A resume
- One writing sample (can be an excerpt from an academic paper, business letter, article for school publication, marketing piece, etc. No creative writing, and no more than 3 pages in length)
- Applicants for graphic design or web internships should also submit three portfolio pieces
- One academic or professional letter of recommendation
- Application materials can be submitted via email to education@brittfest.org or mailed to Britt Internship Program, 216 W. Main Street, Medford OR 97504.

All application materials must be received by November 15 to be considered for Winter 2012.