



Ann Arbor Summer Festival

A2SF Marketing & Design Internship 2021

The Ann Arbor Summer Festival is an eclectic, dynamic, and far-reaching celebration of performing arts, outdoor entertainment, and community spirit. The nearly four-week gathering offers dozens of performances, activities, exhibitions, and screenings representative of the best in music, dance, contemporary circus, public radio shows, comedy, film, spectacle, street arts, and family entertainment. The festival's mission is to present a world-class celebration of arts and entertainment that enriches the cultural, economic, and social vitality of the region.

The Ann Arbor Summer Festival internship program offers meaningful, on-the-job experience for college students and recent graduates who are interested in pursuing careers in arts management and live event production. Festival internships offer a wide range of hands-on experiences, professional development, networking opportunities, and research projects for aspiring arts professionals.

We anticipate interns working primarily virtually for 2021. However, we do plan on socially-distanced live events in May and June that adhere to the latest public health guidelines and mandates. Additionally, we launched virtual programming in 2020 that we will bring forward into 2021.

Title of Position: Marketing and Design Intern

Location: Ann Arbor, MI

Commitment: 4-5 months, volunteer internship with honorarium provided; school credit possible

Start Date: March 19, 2021

Tentative End Date: July 16, 2021, based on business/personal needs

Festival Dates: June 2 through July 4, 2021

Pre-Season Hours: 10-15 hours per week, flexible schedule

In-Season Hours (6/2 - 7/6): 15-25 hours per week, set schedule

Post-Season Hours (7/7-7/16): 10-15 hours per week, flexible schedule

Reports To: Marketing & Communications Manager

Summary Description:

The Marketing and Design Intern will gain experience in non-profit marketing and branding through print & digital graphic production, website content creation, and social media, digital, and grassroots marketing initiatives.

Graphic Design Duties:

- Produce online, print, and video materials that reflect a consistent brand identity



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- Execute various forms of print media including brochures, posters, flyers, postcards, ads, and signage
- Assist in the design of email promotions and newsletters
- Build and update website content
- Process and edit images

Marketing Duties:

- Social media and website content creation
- On-site social media creation & content management
- Promote Festival events in online news outlets, events calendars, social media, & print materials
- Gather web statistics and assist online advertising campaigns
- Promote and document Festival activity through grassroots marketing Street Team

Additional Duties:

- Collaborating with Community Engagement Intern on outreach efforts
- Communicate with Top of the Park artists to share webpage/event links and making web page updates as needed
- Represent the Festival while interacting with community organizations and the general public
- Complete a short post-season wrap report, summarizing activities and suggesting improvements
- Participate in career development activities
- Participate in rotational opportunities and staff shadowing
- Provide additional administrative support

Requirements:

- An eye for detail and ability to work in a fast-paced environment
- Ability to manage multiple projects with competing deadlines, under minimal supervision
- Proficient in proofreading, editing, punctuation, and grammar
- Experience with Adobe InDesign, Photoshop, Illustrator, Premiere Pro, HTML & WordPress, & Mac OS
- Extensive experience with social networking sites, including an eye for basic photography and videography
- An interest in non-profits and experience with the arts and entertainment field

Submission:

Please submit an online application, including your resume and cover letter, at <http://a2sf.org/jobs-and-internships>

- Candidates are asked not to request submission status. If your qualifications match current openings, you will be contacted directly
- Position will remain open until filled