



## MARKETING & DESIGN INTERNSHIP

A2SF is a multidisciplinary performing arts presenter whose mission is to present a world-class celebration of arts and entertainment that enriches the cultural, economic, and social viability of the region. A2SF champions performing arts, outdoor entertainment, and community spirit. In addition to a nearly four-week festival each June that attracts a diverse audience of over 80,000 people and offers over 200 concerts, art exhibitions, kids activities, spectacle, and film screenings, A2SF presents compelling experiences throughout the year.

The A2SF 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. A2SF internships offer a wide range of hands-on experiences, professional development, networking opportunities, and research projects for aspiring arts professionals.

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

Reports To: Marketing & Communications Manager

Start Date: March 18, 2022

Tentative End Date: July 13, 2022, based on business/personal needs

Festival Dates: June 10 - July 3, 2022

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

In-Season Hours (5/23 - 7/6): 15-25 hours per week, set schedule

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

A flexible schedule with the opportunity for some remote work will be possible pre-season (March - April) at the discretion of your supervisor. In-season (May - July) work must be performed in-person/on-site.

### 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
- Build and update website content
- Assist in the creation of various forms of print media including brochures, posters, flyers, postcards, ads, and signage
- Process and edit images



**TAKE IT ALL IN.**

### Marketing Duties

- Social media and website content creation
- On-site social media creation & content management
- Organize and participate in Street Team Marketing
- Promote A2SF events in online news outlets, events calendars, social media, & print materials

### 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
- As needed, support events prior to opening at Top of the Park, including the *Live Here Now* community outreach event series and *debut*
- Represent the A2SF 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 media platforms, 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