

PRESCOTT PARK ARTS FESTIVAL

2024 Marketing Intern

Prescott Park Arts Festival, a well-established and dynamic non-profit organization, is looking to hire Spring and Summer Marketing Interns. This position will join the experienced, award-winning, fun, and fast-paced team responsible for organizing this popular summer tradition that offers a diversity of performances from June to October each year. Events include concerts, food and music festivals, movie nights, a signature musical theatre production, a youth theatre camp, and more.

Prescott Park Arts Festival is a cultural leader in the Seacoast, and reaches nearly 150,000 people through its events, all offered by suggested donation in Portsmouth's beautiful downtown Prescott Park. The festival's contribution to the local economy in show and visitor related spending has swelled to \$7.5 million annually.

Internship Details

The Marketing Intern will assist the Marketing and Development Manager in all aspects of marketing. The Marketing Intern will serve as an essential member of the Festival team and will work closely with all members of the staff while reporting directly to the Marketing and Development Manager.

The successful candidate will be a personable, highly organized, detail-oriented self-starter equally at ease working independently and collaboratively, looking for meaningful hands-on experience in the Festival's abundant marketing opportunities.

Duties

Some duties include, but are not limited to:

- Assist in growing awareness with grassroots marketing campaigns, e-blasts, and social content
- Attend Festival events to collect content such as pictures and video for the Festival's social media pages, including the Festival's TikTok account
- Assist in increasing overall social media visibility, content creation and social media monitoring

- Assist in writing, proofing, editing, and distributing press releases, advertisements, and direct marketing materials
- Assist in procuring ads for the Season Program and producing external ads for the Festival
- Expand marketing through more direct methods (i.e., postering, season program)
- Brainstorm with Marketing Manager on new marketing strategies and research/planning for future seasons, including 2024's 50th Anniversary Season
- Assist in conducting outreach and coordinating potential partnerships with other not-for-profit organizations, brands and influencers
- Vlog backstage at Musical rehearsal/performance and work with Marketing team to posting to social media
- Other duties as assigned

The ideal candidate will:

- Preferably be/have familiarity working with the Adobe Creative Suite, Canva
- Be working towards or have achieved a degree in Marketing or related subject
- Be well-organized and able to manage multiple projects with ownership
- Be a strong writer looking to further develop their skills
- Have a creative eye and a desire to further develop their creative skills
- Have familiarity with Zoom and Google Meet
- Be comfortable gathering content at Arts Festival shows
- Be comfortable speaking with the public for interviews, data collection, and other engagement

*This is an Unpaid Internship/Academic Credit Only.

Prescott Park Arts Festival is deeply committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. We strongly encourage those with the following identities to apply: Black, local Indigenous, people of color and people with intersecting identities including LGBTQIA+, women and non-binary people, people living with disabilities and others with lived experience being part of marginalized communities.

****Spring Internship - ideally to start in February 2024***

****Summer Internship - ideally to start in May 2024***

To apply: contact Jill Pettigrew (General Manager), jill@prescottpark.org and emphasize which internship you are applying for and send along with a cover letter and resume