



**WASHINGTON  
PERFORMING ARTS**

We make it happen

**Organizational Position Description**

Fall 2020

**Position Title: External Relations Intern (Unpaid)**

**GENERAL INFORMATION:** This unpaid internship program offers undergraduate and graduate students an educational opportunity to develop their professional experience and knowledge in the area of External Relations at a performing arts non-profit.

This internship may be remote or in person, as indicated by the Covid-19 global pandemic and intern preference and capabilities.

**Department:** External Relations

**Title of Immediate Supervisor:** Director of External Relations

**About Washington Performing Arts:**

One of the most established and honored performing arts institutions in America, Washington Performing Arts continues to build upon a distinguished history of serving artists, audiences, students, and civic life. The city is truly our stage: in venues ranging from concert halls and clubs to public parks, we present a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, jazz, international genres, and dance.

Washington Performing Arts nourishes communities throughout the region by partnering with local organizations and other arts institutions, staging concerts and arts activities in the neighborhoods, involving internationally known main stage performers in community programs, and presenting locally based artists to a wider audience. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through sustained residencies and educational programs. Our achievements have been recognized with a National Medal of Arts and with two Mayor's Arts Awards from the DC Government. We embark upon our next half-century with the goals of expanding our commitment to excellence and rededicating ourselves to the motto of our founder, Patrick Hayes: "Everybody in, nobody out." Washington Performing Arts' employment decisions are made based on the business needs of the organization and qualifications of the applicants and employees.

**Organizational Diversity:**

Washington Performing Arts prizes the diversity of the organization, at every level; from programmatic content to composition of its board and staff, and is continually striving to better diversify its staff.

**Diversity Statement**



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Washington Performing Arts subscribes to a policy of Equal Employment Opportunity, and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation. Minorities, Women, Protected Veterans and Individuals with Disabilities are encouraged to apply.

**POSITION INFORMATION**

**Position Summary/Purpose:**

Join our dynamic arts marketing team to promote a multi-genre series of performances by musicians, dancers, and other artists—from acknowledged masters to emerging talents, hailing from around the world and from DC's own backyard. With the ever-evolving COVID-19 crisis impacting the range of what is possible in the performing arts—from the point of view of artists, arts administrators, and patrons—the fall of 2020 promises to be a singular and extraordinarily engaging time for contributing to the field of arts presentation and marketing. We will be *responsive* while also being *responsible*. We will try new things, out of both necessity and curiosity. And we'll strive both to weather the challenges of the moment and to adopt creative and effective new approaches to our work that will serve us well in the post-COVID era.

**Essential Duties to be Selected from the Following**

*Assigned duties may be adjusted to complement the intern's educational studies and interests.*

- Research and profile artists
- Assist with the planning and execution of grassroots and community marketing campaigns
- Assist with social media content development and tracking
- Develop patron engagement tools
- Assist with sales and marketing duties utilizing Tessitura database
- Edit copy for web and print media
- Provide assistance with specific marketing logistics for at least two performances
- Attend relevant weekly meetings

**Minimum Qualifications:**

- High School Diploma

**Essential Capabilities & Preferences**



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- Outstanding oral and written communication skills
  - Ability to meet deadlines and to work independently
  - Computer skills: Microsoft Word and Excel preferred; Knowledge of Photoshop and/or InDesign is useful, but not required
  - Some prior experience in an administrative setting preferred
  - Interest in the performing arts

**Specific Conditions of Work**

- General office environment and/or teleworking (based on current WPA office status in response to COVID-19 advisories in the District of Columbia)
- 15 to 20 hours per week required