



**WASHINGTON
PERFORMING ARTS**

We make it happen

Organizational Position Description

Fall 2021

Position Title: Communications and Creative Media Intern

GENERAL INFORMATION: This volunteer internship program offers undergraduate & graduate students and recent graduates an educational opportunity to develop their professional experience and knowledge in the area of communications at a performing arts non-profit. All volunteer interns who work for at least 15 hours per week for at least 12 weeks will be eligible to receive a stipend of \$500.

This internship may be remote or in person, as indicated by the Covid-19 global pandemic and intern preference and capabilities. Regular hours during WPA's office hours will be established on an individual basis with each intern.

Fall internships run in concordance with typical university semesters - August/September to December. Start/end dates determined with interns according to their schedules and commitments.

Department: Communications and Creative Media

Title of Immediate Supervisor: Director of Communications and Creative Media

About Washington Performing Arts:

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: for decades, in venues ranging from concert halls and clubs to public parks, we have presented 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 more. We also have an ever-expanding artistic and educational presence on the internet, addressing the programming challenges of this time of pandemic while envisioning ongoing opportunities for online connection and community in a post-COVID world.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, we engage international visiting artists in community programs and introduce local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs.

Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the DC Government. We have now embarked upon our second half-century, ever inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."



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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

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 communications team to promote a multi-genre season of world-class musicians, dancers, and other performers. With more than 50 performances per season presented at nine venues throughout the D.C. metro region (in a typical, non-pandemic year), Washington Performing Arts offers a hands-on experience at the highest level of nonprofit performing arts communications, marketing, and public relations.

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
- Write/edit copy for web and print media
- Contribute to at least one larger-scale departmental project over the course of the internship, to be assigned by department director in line with departmental needs and with intern's skills, experience, and areas of academic/professional focus
- Provide assistance with on-site marketing logistics for at least two performances [Note: If current COVID-19 precautions prevent the presentation of in-person events, or if intern is working entirely remotely, this duty will be performed in connection with *online* events, as applicable.]
- Attend relevant weekly meetings and select one-time meetings, as assigned by department director



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Minimum Qualifications:

- High School Diploma

Essential Capabilities & Preferences

- 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)
- Minimum of 15 hours per week required; regular hours during WPA's office hours will be established with each intern on an individual basis.

To apply, send a cover letter indicating internship(s) of interest, resume, and contact information for two professional references to interns@washingtonperformingarts.org.