One Reel
PR and Marketing Intern

DEPARTMENT: Marketing & Communications
REPORTS TO: Marketing & Communications Director

The PR and Marketing internships provide an opportunity to learn basic marketing and public relations skills including press relations, public information, branding, advertising, promotion, web-based and grassroots marketing and PR. This intern will learn first-hand about industry trends, target audiences and how to reach them, the basics of creative development, media and community relations, and project management of marketing initiatives in the arts and entertainment industry. The intern will brainstorm, research, coordinate and execute grassroots and web-based marketing initiatives for Bumbershoot, the Family Fourth at Lake Union and other One Reel-produced events. S/he will procure press/publicity materials, research and write or edit artist biographies and program descriptions for publication on the Bumbershoot website, in press releases and the Festival program. S/he will field media requests and coordinate fulfillment. The intern will help to establish a tracking system and archive for all press materials, learn hands-on how to use artist press materials to help create buzz for One Reel's events, and assist in compiling data for event marketing and media recaps.

Responsibilities

All interns are required to participate in Bumbershoot Street Team appearances, as their schedules allow, to meet our Festival fans directly and gain a better perspective of what the outside world thinks of Bumbershoot.
Interns will support the PR & Marketing team on-site at events as assigned.

Interns will be required to work July 4, September 4–6 (Labor Day Weekend) and other possible holiday/weekend dates as necessary for One Reel–produced events.

In the weeks following Bumbershoot, interns will assist with event wrap / notes, media summaries, office clean-up, and other post–Festival tasks as assigned.

**Qualifications**

Strong verbal and written communication skills is a must; writing samples will be closely evaluated and, if possible, should include a blog, social media and longer article.

Seeking music, art, literature, entertainment, and pop culture junkies.

Computer skills: MS Office, especially Excel, Filemaker Pro and other database systems.

Special consideration will be given to candidates with a course of study in PR, journalism, marketing, or communications and to individuals with interest in the arts and entertainment industries.

This internship serves interests in the Journalism, PR, Marketing or Communications fields in the arts, music, television, radio, film, and publishing industries. This is a great position particularly for a PR or journalism major who loves to write!

Proactive, self-starter

Attention to detail and ability to work on multiple projects
Creative-leaning with a sense of adventure
Sense of humor
"Can Do" attitude / team player

**Reports to:** Marketing & Communications Director

**Location:** One Reel Offices, Seattle

**Start Date:** March 15th, 2010

**End Date:** Sept. 30, 2010

**Hours per Week:** 25/week until school is out, then fulltime through Sep. 30.

To apply for this position, please send a cover letter, your resume, 2 writing samples, and, if available, a link to a personal blog or social media page to mwilliams@onereel.org.