This PR / Social Media Marketing internship includes opportunities to research and write content, conduct and post artist interviews (written or video), and post daily artist updates via weblinks and embedded content. Additionally, the intern will administer/expand the Festival's profiles on Facebook, Twitter, MySpace, Imeem, Flickr, YouTube, and other social and rich media sites, developing these virtual communities as a marketing and public relations tool to expand Bumbershoot's audience. This intern will learn first-hand about industry trends, target audiences and how to reach them, and the basics of creative development and project management of web-based marketing initiatives in the arts and entertainment industry.

S/he will work with PR & Marketing Depts to brainstorm, research and outline new web and social marketing initiatives, and be the lead driver on all outlined deliverables. S/he will work closely with labels and publicists to conduct and write interviews (written or video), contribute to the Bumbershoot blog, and secure artist-generated blogs, mp3s and other unique content for the Bumbershoot website and other profile(s). Intern will be an integral part of this important Bumbershoot marketing initiative for 2010.

Responsibilities

All interns are required to participate in Bumbershoot Street Team appearances, as their schedules allow, meeting our
Festival fans directly and gaining 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 are a must; journalistic or blog writing samples will be closely evaluated. This position is best suited for an active writer with definitive voice.

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

Great familiarity with the Internet is important, especially social sites, virtual communities and the blogosphere.

Computer skills: proficient in MS Office, and comfortable with databases. Very basic HTML a plus (such as being able to customize their own MySpace page), but not a requirement.

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

This internship serves interests in the marketing, PR 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 and spend time creating rich online content!

  Proactive, self-starter
  Highly organized with great attention to detail
  Creative-leaning with a sense of adventure
  Sense of humor
  "Can Do" attitude / team player

Reports to: Marketing Manager

Location: One Reel Offices, Seattle

Start Date: March 1, 2010

End Date: Sept. 30, 2010

Hours per Week: 25/week until school is out, then full time through Bumbershoot, and part-time after the Festival.

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