

Caroga Lake Music Festival  
Marketing & Development Intern  
Internship Description  
Summer 2019

Start Date: July 10, 2019

End Date: August 20, 2019

\*Start/end dates may be flexible

As only one of three festival interns, the Marketing & Development Intern plays a vital role at Caroga Lake Music Festival. Interns have the opportunity to experience firsthand working at an award-winning music festival presenting world-class artists in the serene, beautiful area of the Southern Adirondacks. The Marketing & Development Intern reports to the Assistant Executive Director and Assistant Artistic Director, and will work closely with other staff, volunteers, fellow interns and artists.

#### **INTERN RESPONSIBILITIES**

- Create, produce and distribute promotional materials for Caroga Lake Music Festival events. This includes designing concert flyers, ordering prints and mailing/posting flyers locally.
- Draft e-newsletters on Mailchimp 1-2 times a week, consisting of upcoming performances and news.
- Assist in managing social media and updating the website as needed.
- Assist in managing contact database and collect/update donor and patron contact information.
- Coordinate sponsorship and donor benefits including sponsor booths, donor appreciation events, gifts and thank you letters.
- Assist Gala Committee in organizing and executing the annual Caroga Arts Collective Gala, as well as other fundraising events such as the Golf Outing.
- Provide and set up program books, season schedule flyers, pledge cards and other collateral at all concerts and events.
- Manage front of house responsibilities at all concerts.
- Assist Merchandise Coordinator in setting up and selling merchandise.
- Keep record of estimated attendees at each concert/event.
- Collect any press and media features and archive in press binder.
- In coordination with Operations Intern, prepare sheet music on Google drive and in binders for artists weekly and collect parts/binders at the end of each week.
- Other help as needed may include airport pickups for artists and shooting photos and videos for archival and promotional purposes.

#### **QUALIFICATIONS**

- Music background preferred.
- Driver's license and access to own vehicle highly preferred.

- Proficient computer skills, including Microsoft Office Suite.
- Motivated, self-directed and able to work independently.
- Excellent written and verbal communication skills.
- Detail-oriented and organized.

## **PERKS**

Housing and most meals are provided by the Festival, plus stipend of \$250/week.

## **ABOUT THE FESTIVAL**

Presented by Caroga Arts Collective, Caroga Lake Music Festival is a five-week summer music festival in the Adirondacks offering a series of free performances and community outreach programs in the upstate New York region and beyond. Attracting thousands of audiences locally and nationwide, Caroga Lake Music Festival is dedicated to increasing accessibility to chamber music, cultivating creative and interactive experiences and showcasing some of the world's top professional artists from the U.S. and abroad.

The multi-genre programming makes this festival unique and exciting; from classical music to pop music and from small ensembles to orchestras. The festival features well-established young instrumentalists and vocalists from opera backgrounds to singer-songwriters.

## **APPLY**

To apply for this internship, please submit a cover letter and resume to [operations@carogaarts.org](mailto:operations@carogaarts.org) by April 15, 2019.