



INTERNSHIP CALL: Outreach, Marketing and Communications Internship (Winter)

Title: Outreach, Marketing and Communications Internship

Hours: Part Time: February 4 – April 26 (approximately 15 hours per week)

This unpaid internship is offered to students who are currently enrolled in a course of study that requires them to complete a set number of hours in order to finish their course.

About SummerWorks

SummerWorks is widely recognized as one of the most important platforms for launching new work - locally, nationally and internationally. We are interested in continuously re-imagining and innovating the possibilities of performance- how it is created, presented and experienced. Every August, SummerWorks hosts artists and projects exploring the possibilities of performance, while insisting on accessibility, integrity, and professionalism. www.summerworks.ca. In February SummerWorks also presents Progress Festival (progressfestival.org) with The Theatre Centre, an international festival of performance and ideas. The festival is collectively curated and produced by a series of companies operating within a contemporary performance context.

Outreach, Marketing & Communications Internship: Description & Duties

An internship at the SummerWorks Festival gives interns an inside view of the processes and structures necessary to help produce a festival and support new work development. Interns will develop relationships with artists and Festival staff, and work closely with the Festival Producer and Artistic & Managing Director to plan and execute the communications of the company during Progress Festival and in the run up to announcement of programming for SummerWorks. They will also receive mentorship, free access to Festival ticketed shows, workshops and professional development seminars. A February metropass will be provided or reimbursed to each intern. We prioritize interns for hiring considerations in paid positions upon completion of internships.

This internship is offered to students who are currently enrolled in a course of study that requires them to complete a set number of hours in order to finish their course.

The Outreach, Marketing and Communications Internship is an important part of our team. They assist with the promotion of the Festival across a variety of platforms, as well as assisting with Festival outreach initiatives.

The Outreach, Marketing and Communications Intern reports to the Festival Producer and Artistic and Managing Director.

The Outreach, Marketing and Communications Internship's duties include:

- Working with the Festival Producer to develop and deploy social media content and



advertisements across SummerWorks social media channels (Facebook, Instagram, Twitter, YouTube).

- Contribute to social media posts during Progress.
- Assist in distribution of Progress marketing materials.
- Promotion of Progress ancillary events, and helping to host industry professionals during the festival.
- Collation of partners information.
- Drafting monthly newsletters and distributing.
- Assist in creating the dissemination plan of marketing print materials (i.e. posters, program guide delivery, etc.).
- Seek out cross-promotional opportunities with community partners.
- Assist in coordination and asks for ad sales for Festival Program Guide.
- Seek out new avenues for outreach to organizations for free and reduced ticketing opportunities.

Position Specifications

It is **essential** that the Outreach, Marketing & Communications Intern has:

- Organizational skills.
- Exceptional written and verbal communication skills.
- The ability to work independently as well as part of a team.
- Excellent computer skills and social media proficiency.
- A strong, self-directed work ethic.
- Attention to detail.

It is **desirable** that the Outreach, Marketing & Communications Intern has:

- Knowledge of the goals and activities of SummerWorks.
- Familiarity with the Toronto performance community.
- Experience with digital marketing platforms and management systems.
- Experience with Adobe or Photoshop

To Apply

To apply for the position, please email applications@summerworks.ca by **Monday January 21, 2019** and provide:

- A resume of one page;
- A cover letter of no more than one page addressed to Rosanna Lowton, Festival Producer, that:
 - Addresses why you would like to work for SummerWorks, and
 - Illustrates how your skills, knowledge and experience match the duties and qualifications.

Please list “Outreach, Marketing and Communications Internship” in the subject line and ensure that your full contact details are included in your resume and/or cover letter.

SummerWorks is committed to equality and diversity, both through our program of activities and as an employer. Our practices and procedures aim to reflect the varied needs, expectations and cultures of all members of our community. We make every effort to ensure that no member of the community receives less favorable treatment in our recruitment process or when accessing our services on the grounds of gender, gender identity, disability, race, religion or belief, age or sexual orientation.