

# MEDIA & COMMUNICATIONS ASSOCIATE

In partnership with the Campus Greensboro Fellows Program (eligibility details below)  
(2 positions available)



eastern music festival

## REPORTS TO:

Kelly Swindell, EMF Media and Communications Director

The Media and Communications Associate serves EMF as a key summer team member, working under the close supervision of the Media and Communications Director and other EMF administrative staff. The Media and Communications Associate supports the Festival for ten weeks\*: during pre-season (May 31 – June 25), during the five-week Festival (June 26 – July 31), and during post-season wrap-up (August 1 – 6), all with flexible hours depending on Festival schedule, events, performances, and content needs. *\*If EMF does not occur in-person for the 2021 season, there may be an option to work in a hybrid and/or virtual environment*

The Media and Communications Associate will focus their energies on the written word and electronic media and will have the opportunity to cross-platform. Together, they will be part of a fast-paced, “real-time” media and communications team.

Duties will include:

## PRESS RELEASES

- Researching content, writing, and editing press releases and media advisories
- Maintaining an email media database and offering assistance to media outlets
- Serving as a point of contact for journalists, editors, and other interested parties

## MEDIA COORDINATION

- Assist in coordinating information to/from local radio stations, television stations, newspaper reporters, etc.
- Assist reporters and other media contacts to coordinate interviews and chaperone EMF students, as needed, during interviews
- Ensure “messages” shared with media support EMF brand and image
- Assist in coordinating/scheduling faculty, guest artist, and student interviews
- Assist journalists during coverage of concerts and rehearsals

## ONLINE DUTIES

- Update multiple online calendars and websites including, but not limited to: WFDD Arts Calendar, Classical Voices of North Carolina, ArtsGreensboro, NC Arts Council, Greensboro Visitor’s Bureau, etc.
- Generate social media content boost interest in EMF
- Assist with content design and photography for Festival promotions, including posters and social assets, editing videos and photography
- Update EMF website and other online media platforms, as needed

## MASS EMAILS AND EMAIL LIST

- Coordinate collection of email addresses at Festival events
- Update the general email list with emails collected from drawings and other email addresses received
- Create content for email messages for discount tickets, advertisements, etc.

## ARCHIVE

- Collect and maintain print and online media coverage of Festival
- Disseminate concert reviews to Operations Office, EMF Orchestra Personnel Manager, etc.
- Disseminate concert reviews to Guest Artist’s management upon request

- Keep 10 copies of all programs, program inserts, donor inserts, etc.

## **DISTRIBUTION**

- Coordinate distribution of Festival brochures, posters, and promotional collateral in surrounding areas

## **OTHER DUTIES AS ASSIGNED**

### **REQUIREMENTS:**

Applicants should have:

- excellent leadership and interpersonal skills
- experience in managing groups of people (specifically students ages 14-23)
- experience in customer service
- experience in writing and communications via press releases, news posts on electronic media, content development and social media marketing
- experience with photography, videography, and editing is beneficial
- a valid U.S. driver's license, a clean driving record, and automobile transportation to performances and events 7 days a week including evenings

Applicants should possess strong organizational and time management skills, the ability to work in a fast-paced environment and have an outstanding attention to detail. Strong computer skills (including Microsoft Office Suite, Adobe Creative Cloud, social media platforms, email distribution platforms) are needed.

Knowledge of classical music is beneficial, but not required.

The Media & Communications Associate must supply their own mobile phone and laptop computer. If they have experience using a digital SLR camera and can supply one, then they may have an opportunity to hone those skills in partnership with the Photography and Media Associate.

Media & Communications Associate must be able to work nights and weekends during the Festival season (June 26 – July 31, 2021).

All summer staff members are encouraged to attend a wide variety of concerts, educational programs, fundraising events, etc., to gain a thorough understanding of all aspects of the artistic and administrative activities of the Festival. Summer staff may occasionally be assigned to projects outside of their position descriptions, as needed.

Preference will be given to candidates who are age 23 or older. A valid U.S. driver's license and a clean driving record is required.

**STIPEND:** \$2,500 plus a Campus Cafeteria Meal Card OR \$300 Food stipend (please indicate choice) and housing\*, if needed.

\*Room and Board on the campus of Guilford College is available (June 24 - Aug.2) but not mandatory.

**ARRIVAL/START DATE:** Monday, May 31, 2021

**DEPARTURE DATE:** Friday, August 6, 2021

### **APPLICATION PROCESS**

Apply through the Campus Greensboro Fellows Program. <https://campusgreensboro.org/apply/>

To be eligible to apply for the Fellows Program, you must fit into one of the following categories:

- You are currently enrolled at one of the seven colleges/universities in Greensboro: Bennett College, Elon University/Elon School of Law, Greensboro College, Guilford College, GTCC, NC A&T, or UNCG.
- You graduated from a high school in Guilford County, but are attending college outside of Greensboro.

All classifications (freshmen, etc.) are welcome to apply!

All applicants must submit a letter of interest, curriculum vitae, writing samples, photography samples (if applicable to interest and experience). Deadline for the receipt of applications to the Campus Greensboro Fellows Program is March 23, 2021.

### **QUESTIONS ABOUT CAMPUS GREENSBORO FELLOWS PROGRAM**

[fellows@actiongreensboro.org](mailto:fellows@actiongreensboro.org)

(336) 379-0821

### **QUESTIONS ABOUT EMF**

[media@easternmusicfestival.org](mailto:media@easternmusicfestival.org)

(336) 333-7450 ext. 226

### **About Eastern Music Festival:**

Eastern Music Festival is a five-week summer study and classical music festival presented on the campus of Guilford College in Greensboro, North Carolina. Each summer, EMF attracts over 265 talented, dedicated Young Artists (ages 14 – 23) from across the U.S. and the globe to study and perform for five weeks with its 75-plus faculty musicians led by music director Gerard Schwarz. The Festival's 60<sup>th</sup> anniversary season will be June 26 – July 31, 2021. [easternmusicfestival.org](http://easternmusicfestival.org)