

# MEDIA & COMMUNICATIONS ASSOCIATE

(1 position available)

## REPORTS TO:

Erika Frazier, 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 30 – June 21), during the five-week Festival (June 22 – July 27), and during post-season wrap-up (July 28 – August 2), all with flexible hours depending on Festival schedule, events, performances, and content needs.

The Media and Communications Associate will focus their energies on the written word and electronic media and will have the opportunity to cross-platform. With the Media and Communications Director, they will be part of a fast-paced 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 to boost interest in EMF
- Assist with content design and photography for Festival promotions, including posters and social assets, editing videos and photography
- Update 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 EMF's photographer(s).

Media & Communications Associate must be able to work nights and weekends during the Festival season (June 22 – July 27, 2024).

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 21 or older. A valid U.S. driver's license and a clean driving record is required.

**STIPEND:** \$4,000 plus a Campus Cafeteria Meal Card OR \$300 food stipend (please indicate choice) and room and board (if needed)

**ARRIVAL/START DATE:** Thursday, May 30, 2024

**DEPARTURE DATE:** Friday, August 2, 2024

## APPLICATION PROCESS

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

Applicants will need to sign up to receive emails from Campus Greensboro about internship opportunities in order to access the job board. <https://campusgreensboro.org/sign-up-for-internship-emails/>

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.
- You are a first-generation college student attending any college or university in the United States.

All classifications (first-years through graduating seniors, 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 February 28, 2024.**

#### QUESTIONS? CONTACT

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

(336) 333-7450 ext. 222

#### About Eastern Music Festival:

For over six decades, Eastern Music Festival (EMF), a nationally recognized classical music festival and summer educational program, is produced each summer on the campus of Guilford College in Greensboro, North Carolina. EMF is distinguished by its accomplished faculty, exhilarating repertoire and performances, and renowned visiting artists under the artistic direction of Gerard Schwarz. A powerful teaching institution, EMF provides encouragement and guidance to hundreds of young musicians from across the country and around the globe as they take their first steps towards careers in the performing arts. EMF's five-week 63rd season is June 22 – July 27, 2024. For more information, visit [easternmusicfestival.org](http://easternmusicfestival.org). Follow EMF on [Facebook](#), [Instagram](#), and [YouTube](#).