

Appel Farm Arts & Music Center Nonprofit Arts Administration Internship Program

External Relations Manager Job Description

Appel Farm Arts & Music Center values community, personal growth, safety, fun and diversity. As a part of this, our organization seeks to engage the next generation in the important work of the non-profit arts world by offering a year-round Nonprofit Arts Administration Internship program. Through this program, participants will gain hands-on experience in all aspects of non-profit management with a focus on arts education and community engagement. Participants will learn and practice their skills in the areas of strategic planning, program development and assessment, relationship building, volunteer management, financial management, marketing, development and leadership. Specifically related to the arts, Interns will gain experience in arts education curriculum, art studio and theater operations, working with teaching artists and professional artists, concert presentation, and summer arts camp operations.

Appel Farm will hire 4 Interns annually, who will focus on specific aspects of programming and operation throughout the year with their daily work. Internships are year-long full-time positions from September 8, 2015 until August 31, 2016. Each position requires flexible scheduling, including some nights and weekend work; you will have scheduled days off, in addition to 5 vacation days (accrued 1 day per month working), 9 paid holidays and 5 days of sick leave. Interns receive a \$600 monthly stipend. Interns are offered housing and a \$100 food allowance per month. Housing includes a furnished private room with a shared living space and kitchen, plus cable television, and wireless Internet. Interns will be housed together in a comfortable home with access to a yard and recreational space.

Qualifications and Requirements

- Candidates should possess a bachelor's degree in one of the following areas or a related field: arts education (including visual arts, music, dance or theatre), education, arts or camp administration, communications, marketing, and development.
- Ideal candidates are self-motivated, independent, open-minded and professional adults who share a love for the arts, youth development, making a difference in the community and creating transformative experiences.
- Candidates should have a background or interest in at least one area of the arts.
- Candidates should be able to show attention to detail, have strong written and verbal communication skills, and be able to work on multiple projects simultaneously.
- Candidates should be comfortable interfacing with the public, including populations with special needs.
- Candidates should be proficient with computers and have general working knowledge of social media platforms, Microsoft Office Suite, and ideally database and design software like FileMaker Pro, Camp Minder, and the Adobe Suite (Photoshop and InDesign software.)

Essential Job Functions

- Must be at least 20 years old, pass a criminal background check and National Sex Offenders check, and be legally able to work in the United States.
- Must be available to work 40 hours per week, including weekends and evenings.
- Must be able to participate in summer camp activities, working outdoors, for an extended workday.
- Must be able to occasionally lift and/or move 25 lbs.
- Must be able to navigate the grounds by foot, perform computer related duties at a desk, and assist in the set-up and clean-up of events.
- Must possess a valid driver's license and clear driving record in order to perform off-site duties, operate organizational vehicles, and drive golf-carts on-site.
- Must be able to speak and write in clear and proficient English.

Position Overview

The External Relations Intern assists the Director of External Relations in implementing marketing/promotional campaigns for all Appel Farm programs, including the arts education department, residential summer arts camp, the conference center and development office as well as assists with fundraising campaigns to individuals, and grant research/writing for corporate and foundation grants. In addition, the External Relations Intern will assist with the social media plan for the organization including but not limited to Facebook and twitter. He/she will also be responsible for executing various marketing research projects.

The External Relations Intern should be an individual who enjoys working with people of all ages and backgrounds and interfaces comfortably with others. They must be consumer-oriented, friendly, flexible and professional. They must be able to communicate clearly and effectively, be well organized, detail-oriented, as well as patient and good-humored. They must be self-directed yet be able to work as part of a team.

Some of the unique job duties involved with this position are listed below.

Social Media and Marketing

- Manage Appel Farm's social media outlets by creating and executing a written plan to promote our mission and programs in Facebook, Twitter, YouTube and mass emails. (P)
- Assist with conducting marketing/social media research to expand our media and business contacts. (S)
- Assist with the development of a new website to reflect the current programming and update text and graphics on a weekly basis (will teach process to candidate). (P)
- Assist with executing Marketing plans including creating/distributing materials, edit copy for brochures/websites, and creating/tabulating surveys related to those marketing plans. (S)
- Assist with, and attend, "Cocktails and Conversations" events, any off-site Festival Booths and other company events such as Earth Day at Appel Farm, Music & Wine Festival and the Folk Faire. (P)
- Attend arts industry meetings throughout the year as requested. (S)
- Support any new marketing initiatives for Appel Farm that arise. (S)

Media Relations

- In conjunction with the Director of External Relations, write and/or edit materials as needed for press releases. (P)
- Organize and send any materials the media requests. (P)
- Clean the press contact database. (S)

Development

- Assist with the annual appeal campaign and any additional appeal campaigns. (P)
- Assist with research/grant writing for corporate, foundation, and government grants. (P)
- Assist with the implementation of grant and sponsorship requirements in relation to the programs (logo/credits etc. are placed accordingly). (P)
- Create a development social media plan ensuring that funders are receiving credit in a public forum. (P)

Volunteer Recruitment

- Coordinate on-site and off-site volunteers at various events in relation to marketing or development events. (P)

Office Duties

- Participate in Monthly Motivational meetings to discuss upcoming events/activities and messaging/promotion of events/activities. (P)
- Carry out general administrative duties including mailings, photocopying, answering phones etc. (S)

(P): Primary Duties (S): Secondary Duties

Interested candidates should e-mail a letter of interest and resume to Cori Solomon, Executive Director at csolomon@appelfarm.org by August 10th, 2015. Candidates will be interviewed and selected as resumes are submitted; interested candidates are encouraged to apply soon.