

Merchandising and Publicity Intern (2 positions) *Reports to Communications Director and Operations Manager*

Music@Menlo is seeking two Merchandising and Publicity Interns for its 2023 season. Through project-based, hands-on work, Merchandising and Publicity Interns will have the opportunity to learn more about what goes on behind the scenes at a major arts festival and to gain valuable, practical skills in publication design, marketing, customer relations, sales, and arts management. Reporting to the Communications Director and Operations Manager, the Merchandising and Publicity Interns work closely with Music@Menlo staff to plan and execute a number of activities focused on public relations, communications and social media outreach, and the production and design of the festival's publications, website, festival merchandise, and other collateral materials, as well as, inventory management, sales reporting and relationship management through the sales of festival merchandise.

Responsibilities

1) Publicity

- Publication production – work with designer, proofreader, and Communications Director in the creation of the festival program book. Includes coordination and routing of content; image selection and preparation; galley review, proofreading, and mark up; some layout work and preparation of files for press.
- Advertising artwork – create, deliver, and track advertisements to various media outlets as per advertising schedule.
- E-marketing, website content, and social media – work with Communications Director to create content and design for festival e-blasts and create and post content to festival website and other websites in an effort to increase visibility for the summer festival, including social media.
- Festival collateral – layout, design, and coordinate production of festival collateral materials including invitations, press materials, postcards, signage, program inserts, and other materials as needed.
- Public relations – Work with public relations agencies on outreach to local media, edit press releases and update press image gallery, and complete layouts of all festival publicity for the final festival press book.
- On-the-ground marketing – create and execute a plan for increasing the festival's visibility in the local community; includes distributing flyers, posters, brochures, and other materials in target Palo Alto and Menlo Park locations. Create and manage collateral display for festival concerts at select venues.
- Image production and organization – throughout the festival, work with photography team to select and edit images for press publication, organize and catalog images from daily selects, helping to build a collection of high quality festival images for future design use.
- Onsite festival marketing – coordinate marketing and signage needs at select special events (displays and other promotional efforts designed to increase festival's visibility) and capture data to expand festival mail list.

2) Merchandising

- Assist with all aspects of the development, marketing, and sales of festival merchandise, including apparel, tote bags, mugs, CDs, and posters
- Research and contact vendors for price quotes on merchandise and place orders for new festival merchandise
- Prepare and present merchandise proposal to festival staff recommending new items to sell for festival season, including product pricing and projected sales
- Coordinate the sale of artist merchandise with artists or artist managers
- Work with festival staff to arrange artist autograph sessions during events

- Design and assemble attractive and engaging merchandise packaging, product displays, and signage at each venue
- Collaborate with Development Interns and Artist Liaison on home host, event host, and artist gifts
- Provide and manage on-site merchandise sales at festival concerts and events, which includes setup, breakdown, and cleanup; some heavy lifting required
- Perform daily inventory check and management of all festival merchandise during festival
- Reconcile daily sales and prepare sales reports
- Manage multiple budgets and track expenses with attention to detail
- Represent the festival professionally and responsibly at all times, from working with vendors to welcoming festival guests and artists
- Document best practices and prepare internship binder

Qualifications

The ideal candidate will have strong writing, analytical, organizational, and interpersonal skills. Advanced computer skills, including the ability to use graphic design applications such as Adobe Creative Suite and CANVA, Microsoft Excel and/or Google Sheets. Intern should also demonstrate impeccable attention to detail as well as positive energy and a willingness to pitch in and be a team player wherever needed. Through this internship, interns will have the ability to further develop these job skills as well as learning new skills. The position requires flexibility and the ability to thrive in a fast-paced environment. Interns must be open to receiving feedback and guidance throughout the course of their internship. An interest in classical music or the performing arts is helpful, but not required.

In addition, the following qualifications are required to ensure a meaningful, well-rounded experience for interns:

- Ability to remain calm and pleasant in a fast-paced environment, as well as make good decisions quickly
- Ability to work independently but integrate with a larger, cohesive team
- Sound judgment, tact, diplomacy, and flexibility with different personalities and working styles
- Ability to lift and carry up to 25lbs

Dates, Compensation, Work Hours, Misc. Info

Internship dates are June 1 through August 8, 2023. This is a full-time, seasonal, non-exempt position. Hourly compensation is at the rate of \$15.50 per hour. Work hours through July 8 will be approximately 9:00 a.m. to 5:30 p.m., Monday through Friday allowing for a one half-hour lunch. Beginning July 10, the work schedule will change to include various forty-hour work week shifts, which may begin mid-week and may include Saturday and Sunday hours plus paid overtime. All interns are required to complete a successful background check

Interns will be responsible for securing their own housing and transportation arrangements. Housing is available at Menlo College, a short five-minute walk from the Music@Menlo office.

In addition, interns will may be available the following:

- On-the-job training and hands-on experience working with the organization's staff in a professional, supportive environment
- A broad perspective on the many components that form an internationally renowned classical music festival
- Free tickets to select performances, subject to availability and schedule demands
- For positions beginning prior to July 5, a seminar series led by staff and guest speakers focusing on topics related to nonprofit management, such as nonprofit finance, strategic planning, fundraising, and arts marketing
- Career development assistance
- College credit, work study, independent study, and/or cooperative learning programs may be available through your college or university. Participants may arrange for academic credit through their school, if desired.

Health and Safety Guidelines

All interns are required to complete a full-course of COVID 19 vaccination(s) at least fourteen days prior to contract start date and show proof of vaccination before being allowed on the Menlo School campus. All interns are required to follow and adhere to all COVID-19 procedures and standard guidelines mandated by the State of California and San Mateo County, and can change from time to time without notice.

To Apply

Complete the application form at www.musicatmenlo.org/about/internships and send with cover letter and résumé to address listed on form (email or hard copy).

Preferred deadline: February 15, 2023, or until position is filled.

About Music@Menlo

Music@Menlo, an internationally acclaimed chamber music festival and institute under the artistic direction of cellist David Finckel and pianist Wu Han, was founded in 2003. Based in Atherton, California, and an important part of the San Francisco Bay Area's dynamic cultural fabric, Music@Menlo is noted for its world-class chamber music performances, extensive audience engagement programs, intensive training for preprofessional musicians through its Chamber Music Institute, and efforts to enrich and expand the global chamber music community.

About the Arts Management Internship Program

Music@Menlo's internship program is ideally suited for motivated individuals who are eager to learn about the field of arts management and related work areas in a professional setting. An internship with Music@Menlo offers invaluable training and mentorship towards a professional career in arts management or nonprofit administration. Through on-the-job training and hands-on experience, interns gain practical experience and develop professional skills to take them into the next stage of their career development.