

Social Media & Entertainment Coordinator Intern

Celebrate Fairfax! Festival

*Produced by Celebrate Fairfax, Inc.
Fairfax, VA*

Company Overview:

The 501(c)3 non-profit organization Celebrate Fairfax, Inc. (CFI) will be producing the 37th *Celebrate Fairfax! Festival* on June 8-10, 2018. This 3-day event is a hybrid of a large-scale music Festival and a traditional county fair held at the Fairfax County Government Center. Featuring 8 stages of entertainment, national headliners, a carnival, 200+ exhibitors/vendors, and a variety of interactive programs.

Position Description:

The Entertainment & Social Media Coordinator Intern will work alongside our Chief Operating Officer (COO) and Chief Experience Officer (CXO) to develop and implement social media calendars, both organic and paid social strategies, manage reporting across social platforms and influencer programs for the 2018 *Celebrate Fairfax! Festival*. He/She also will help with the assessment and selection of potential musical performers for the Festival using the ReverbNation website. He/She MUST be available to work the entire weekend of the Festival with other staff members.

Duties and Responsibilities:

Interns will learn and assist in the following areas, including, but not limited to –

- **Social Media/Promotions**
 - Research new marketing tactics for audience development and design engaging social media content.
 - Help with the creation of the marketing campaign and monitor analytics to assess trends/ activity across social accounts.
 - Coordinate online and on-site contests/ promotions for the Festival.
 - Provide support with live coverage at events (Facebook, Instagram, Twitter and Snapchat).
- **Entertainment**
 - Assist with the creation and distribution of contracts, confirmation materials and tickets prior to the event.
 - Provide on-site support for all performers and stage managers as well as coordinating any logistical needs.
 - Manage all aspects of the Fairfax County Karaoke Championships.
- **Event Support**
 - Collaborate with the CXO in developing new program ideas for the Festival.
 - Assist with planning and organization of special events leading up to and after the Festival.
 - Support staff with administrative duties as needed and help with general set-up/ take-down for each event.

About you:

- You are creative, you think outside-the-box when coming up with new ideas and you love music.
- You excel working under pressure; you do whatever you need to get the work done.
- Your time and task management skills are excellent: you establish priorities and organize a variety of projects simultaneously.
- You love working with a team to accomplish overall goals but are able to work independently too.

Qualifications:

- Currently enrolled undergraduate/graduate student.
- Able to provide own transportation and accommodations.
- Exceptional verbal and written communications skills.
- Proficient in Windows operating systems, Microsoft Office (Word, Excel, PowerPoint, etc.); Photoshop and Adobe InDesign is a plus.
- MUST be able and willing to lift at least 25 lbs.
- MUST be able to work during the Festival weekend, in its entirety!
- MUST be proficient in Social Media channels (Twitter, Instagram, Facebook, YouTube, etc).

Time Period:

- Full-time beginning on or around January 22nd (the start of the school semester) through June 22nd, 2018. Actual dates are negotiable.
- Longer hours may be required during the period of event setup, June 4 – June 8.
- *Please note - that this internship position may be required to work the weekend prior to the event and long hours the week of, and during the event.*

College Credit/Stipend:

- The selected intern may receive credit as approved by college/university supervisor.
- An honorarium of \$3,000 will apply for approved interns working at 35-40 hours per week and during the weekend of the *Celebrate Fairfax! Festival* (June 8-10, 2018).

How to Apply & Questions:

E-mail resume and cover letter indicating where you learned of this opportunity to: Ashley.Morris@FairfaxCounty.gov.