



90 Benchmark Road, Suite 300

Avon, CO 81620

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**POSITION:** Marketing Intern, Vail Dance Festival

**LOCATION:** Vail Valley, Colorado (Vail, Avon, Edwards, Eagle)

**STATUS:** Active

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### **VAIL VALLEY FOUNDATION – OVERVIEW**

Since our inception in 1981, the Vail Valley Foundation’s mission has been to “provide leadership in athletic, cultural and educational endeavors to sustain and enhance the quality of life in the Vail Valley. We have the privilege of annually providing the Vail Valley with a vast array of world-class events and programs, literally and figuratively bringing the world to the Valley and introducing the Valley to the world.

Fueled by the generous support of donors, coupled with the support of the community and its volunteers, the Foundation is responsible for such treasured annual events as the Birds of Prey World Cup, Vail Dance Festival, the GoPro Mountain Games, free community concert series such as Hot Summer Nights and two spectacular performing arts venues in the Gerald R. Ford Amphitheater in Vail and the Vilar Performing Arts Center in Beaver Creek. In addition, the Foundation periodically brings major international events to Vail and Beaver Creek such as the 2015 FIS Alpine World Ski Championships.

The VVF education efforts are focused on one goal—to give every child in Eagle County, access to education-based programs that ignite passions and expand horizons. To achieve this goal, the foundation identifies educational gaps from cradle to college and then develops and funds programs that provide youth with the skills, confidence and support to become outstanding leaders in the community and the world. Tens of thousands of students have benefited from our education and enrichment work over more than three decades. With programs that include the Magic Bus, Power Hours, COPA Soccer, GirlPowHer, The CLUB, Dollars for Scholars, and AmeriCorps Peak Pathfinders, YouthPower365 helps our community’s youth reach their potential.

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## MARKETING INTERN, VAIL DANCE FESTIVAL

This internship position works closely with the VVF Sr. Marketing Manager, VDF Social Media Manager, VDF Social Media Marketing Assistant, and VDF PR Manager to develop and execute marketing and content creation plans at the Vail Dance Festival. This individual has a passion for traditional, digital, web and social media marketing, as well as a talent for content creation and capture that will effectively promote the Vail Dance Festival brand. Key elements of this internship rely heavily on this position's ability to maintain open lines of communication, lead by service and maintain a standard of care that creates a warm and pleasant environment for everyone involved in the Festival. Collaboration and teamwork with other VDF departments is integral to the success of this position. This position directly reports to the VDF Social Media Marketing Assistant and works closely with other Vail Dance Festival interns.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

#### Marketing

- Develop marketing plan and strategy with VVF Sr. Marketing Manager, VDF Social Media Manager and VDF Social Media Marketing Assistant.
- Conduct market research and determines data-driven approach to content creation and marketing efforts.
- Create informational listing of VDF Personnel and sponsor relationships to assist VVF Sales team.
- Present ideas for content and marketing collateral design, (such as original graphic designs or ideas) and integrate feedback effectively.
- Work with VVF Sr. Marketing Manager and VDF Social Media Manager to identify content capture needs
- Engage with social media fans via interaction on VDF social media platforms
- Update programming, casting and other information as needed on the VDF website.

#### Content Creation/Capture

- Film, photograph or otherwise capture rehearsals and "scene" content daily.
- Produce edited photo/video content to be shared on VDF social media platforms.
- Create and manage daily shot lists for Festival photographers.
- Assist in watermarking, captioning, cataloguing and distributing daily photographs taken by Festival photographers.
- Assist in writing blog posts, email newsletters, social media posts, nightly program inserts and other long and short form written content regarding the Vail Dance Festival.
- Build copy for web, email and print materials and support in the editing process.

#### Other

- VDF Merchandise in support of VDF Merchandise Intern

- Execute VDF Merchandise sales at all of Point-of-Sale purchase locations (pre-performance, intermission sales, community events) including set-up, sales and tear-down.
- Track and manage product inventory.
- Build signage for pricing and inventory.
- Capture product images for promotional use, cataloguing all merchandise via product photos and on artists and staff to be used as marketing and promotional collateral (laydowns as well as lifestyle imagery).
- Provide clear and consistent communication with VVF Sr. Marketing Manager, VDF Social Media Manager and VDF Social Media Marketing Assistant to ensure marketing needs are met.
- Proactively identify, resolve and communicate potential issues or concerns that may affect staffing needs or schedules.
- Assist in the execution of all fringe events and activities, including but not limited to Master Classes, Dancing in the Streets performances, Dancing in the Park performances and additional community events.
- Assist in the install and tear-down of all Festival venues, such as the Festival Headquarters, Rehearsal Studios and others. This involves pre-Festival prep and post-Festival wrap-up.
- Work together as a team with other staff and interns to create a safe, positive and healthy work environment.
- Participate in orientation and training activities such as pre-festival virtual meetings and in-person activities to promote professional development, team-building and institutional knowledge.
- Assist as needed in additional tasks related to successful execution of the Vail Dance Festival.

#### REQUIREMENTS FOR POSITION:

- Proven organization, time-management, administrative and computer skills.
- Ability to create a Festival environment conducive to teamwork, professionalism and willingness to go above and beyond to accomplish the end product.
- Previous experience working and excelling in a fast paced, multi-level, project-based environment with emphasis on timelines, quality and delivery.
- Self-initiative, attention to detail and a customer-centric philosophy.
- Capable of remaining focused and calm under stressful situations and able to quickly adapt to changing conditions.
- Exceptional relationship management and problem solving skills.
- Excellent communication, customer service and retail sales skills.
- General understanding of traditional, digital, web and social media marketing.
- An eye for dance photography and videography and a talent for capturing effective dance imagery.
- Capable of editing and producing significant amounts of content on specific deadlines for social media and email.
- Team approach and willingness to assist others when called upon.
- Willingness to work in outdoor conditions with variable weather.
- Effective time management and prioritizing of tasks.
- Comfortable working independently.

- Confident in giving direction.
- Ability to perform physical labor.
- Proficient use of Microsoft Office including Word, Excel, PowerPoint and Outlook, as well as the Adobe Creative Suite (Photoshop, Premiere Pro, InDesign & Illustrator).
- Advanced English skills, both written and oral.
- Must be able to successfully pass a background check and have a valid driver's license.
- Successful candidates may be asked to provide proof of vaccination for COVID-19 due to the nature of the work of the Vail Valley Foundation and/or test during the Festival period.

ADDITIONAL PREFERRED SKILLS:

Special events and festival experience. An interest in the arts, specifically dance is not required but preferred. Prior marketing experience preferred. Candidates should express interest in Marketing, Content Creation, Photography and/or Videography.

BENEFITS AND COMPENSATION:

This is a paid internship position. This position begins July 23, 2023, in-person in Vail, Colorado during the Festival. This position will conclude after the Festival on August 8, 2023.

This position is paid a flat fee of \$2,000.00, working approximately 48 hours per week.

From July 22, 2023, to August 9, 2023, the Vail Dance Festival will provide shared accommodations for this position in the Vail, Colorado area. The Vail Dance Festival will book and arrange all necessary travel to/from the Festival, including air travel and ground transportation.

TO BECOME A CANDIDATE:

Please complete the [2023 VDF Intern Application Form](#).

Contact Harper Addison at [haddison@vdf.org](mailto:haddison@vdf.org) with any question