



90 Benchmark Road, Suite 300

Avon, CO 81620

---

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

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

**STATUS:** Active

---

## **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.

---

## **MERCHANDISE INTERN, VAIL DANCE FESTIVAL**

This internship position works closely with the Festival Manager and the VVF Marketing Team to execute the development and sales of merchandise at the Vail Dance Festival. This individual has an eye for fashionable merchandise apparel and accessories that will effectively promote the Vail Dance Festival brand and translate to merchandise revenues. 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 Festival Manager and works closely with other Vail Dance Festival interns.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### ***Merchandise (In-Event)***

- Develop product inventory spreadsheet to be used for tracking, reporting and revenue projections.
- Develops merchandise plan and strategy with Festival Manager and VVF Marketing Team.
- Set-up and manage all items, pricing, and inventory in the Square app and prepare for on-site sales.
- Manage and conduct all product inventory, including sales inventory and inventory to be distributed as gifts to artists, staff and donors.
- Operate and manage all Point-of-Sale purchase locations (pre/post-performance, intermission sales, community events, Festival check-in, etc.), including set-up, sales and tear-down.
- Works closely with VDF Personnel Coordinator to schedule merchandise sales and inventory shifts as well as trains and leads ambassadors and other interns as merchandise salespeople.
- Assist VVF Development Team with donor gift fulfillment in-event and execute all gifts to be distributed via mail during the event.
- In coordination with VVF Marketing Team, catalogue all merchandise via product photos and on artists and staff to be used as marketing and promotional collateral (laydowns as well as lifestyle imagery).
- Conduct post-Festival analysis and breakdown of all sales per performance and overall.
- Present ideas for product design for following year based on sales analysis of current year and integrate feedback into future iterations of product.

#### ***Other***

- Provide clear and consistent communication to Festival Manager and VDF Personnel Manager to ensure all product, merchandise and inventory needs are met.
- Proactively identify, resolve and communicate potential issues or concerns that may affect staffing needs or schedules.
- Assists 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 skills.
- 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.
- Ability to perform physical labor.
- Proficient use of Microsoft Office including Word, Excel, PowerPoint and Outlook.
- Advanced English skills, both written and oral.
- Must be able to successfully pass a background check and have a valid driver's license.
- Must be legally authorized to work in the United States.

#### ADDITIONAL PREFERRED SKILLS:

Special events and festival experience. An interest in the arts, specifically dance is not required but preferred. Prior retail, fashion design and/or merchandising experience preferred. Candidates should express interest in business administration, fashion design, retail, and/or merchandising.

#### BENEFITS AND COMPENSATION:

This is a paid internship position. This position begins July 21, 2024, in-person in Vail, Colorado during the Festival. This position will conclude after the Festival on August 6, 2024.

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

From July 20, 2024, to August 7, 2024, 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 [2024 VDF Intern Application Form](#).

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