

## **MARKETING INTERN**

### **REPORTING RELATIONSHIPS**

Works directly with the Marketing Manager, Digital Marketing Assistant, and other members of the Fisher Center staff including business, finance, audience services, and Spiegeltent teams.

### **POSITION SUMMARY**

The Marketing Intern will assist in a variety of activities to support overall SummerScape marketing, promotional strategy, and administrative duties.

The weekly schedule is flexible and averages between 15-30 hrs/week.

Length of employment is also flexible and is between 12-18 weeks, May – August.

Interns are paid an hourly rate of \$11.80.

On-campus housing is available.

### **RESPONSIBILITIES**

#### **SUMMERSCAPE MARKETING**

- Research artists and performances in SummerScape season; draft copy and conceive content for social media posts
- Assist Digital Marketing Assistant with documenting events and behind-the-scenes moments from rehearsal and backstage
- Post SummerScape events to local digital calendar listings
- Develop Fisher Center SummerScape marketing material archive
- Assist Marketing Manager with editorial calendar management
- Edit photographs for social media and website

#### **SUMMERSCAPE PROMOTION**

- Organize and attend local events to promote the Bard Music Festival
- Assist with local distribution of printed material
- Act as coordinator for vendor opportunities throughout the festival

#### **SUMMERSCAPE ADMINISTRATION**

- Assist Marketing Manager with financial invoices and data entry
- Coordinate meetings (invitations, maintain and distribute agendas, reserve meeting space; if there are content creation opportunities in meetings or interviews, help arrange those logistics)
- Attend weekly meetings (staff, marketing, Spiegeltent)

# FISHER CENTER

## **QUALIFICATIONS**

Candidates must have an appreciation for the performing arts, outstanding communication skills, superior attention to detail, and the ability to empathize. A curious intelligence, keen problem solving and conflict resolution skills, and the ability to successfully navigate multiple priorities are also a must. Familiarity with Adobe suite preferred; particularly Photoshop. Valid driver's license and access to a car for the summer is helpful, but not required. The ideal candidate will maintain a positive attitude while interacting with staff, artists, and the public.

## **TO APPLY**

Please submit a cover letter and résumé to [fishercenter@bard.edu](mailto:fishercenter@bard.edu) with the subject line "SummerScape 2020 Application."

## **ABOUT THE FISHER CENTER**

The Fisher Center develops, produces, and presents performing arts across disciplines through new productions and context-rich programs that challenge and inspire. As a premier professional performing arts center and a hub for research and education, the Fisher Center supports artists, students, and audiences in the development and examination of artistic ideas, offering perspectives from the past and present, as well as visions of the future. The Fisher Center demonstrates Bard's commitment to the performing arts as a cultural and educational necessity. Home is the Fisher Center for the Performing Arts, designed by Frank Gehry and located on the campus of Bard College in New York's Hudson Valley. The Fisher Center offers outstanding programs to many communities, including the students and faculty of Bard College, and audiences in the Hudson Valley, New York City, across the country, and around the world. Building on a 159-year history as a competitive and innovative undergraduate institution, Bard is committed to enriching culture, public life, and democratic discourse by training tomorrow's thought leaders.

The Center presents more than 200 world-class events and welcomes 50,000 visitors each year. The Fisher Center support artists at all stages of their careers and employs more than 300 professional artists annually. The Fisher Center is a powerful catalyst of art-making regionally, nationally, and worldwide. Every year it produces 8 to 10 major new works in various disciplines. Over the past five years, its commissioned productions have been seen in more than 100 communities around the world. During the 2018-19 season, six Fisher Center productions toured nationally and internationally. In 2019 the Fisher Center won the Tony Award for Best Revival of a Musical for Daniel Fish's production of *Oklahoma!* which began life in 2007 as an undergraduate production at Bard and was produced professionally in the Fisher Center's SummerScape Festival in 2015 before transferring to New York City.

**Bard**

# FISHER CENTER

## **ABOUT BARD COLLEGE**

Founded in 1860, Bard College is a four-year residential college of the liberal arts and sciences located 9 miles north of New York City. With the addition of the Montgomery Place estate, Bard's campus consists of nearly 1000 park-like acres in the Hudson River Valley. It offers bachelor of arts, bachelor of science, and bachelor of music degrees, with majors in nearly 40 academic programs; graduate degrees in 11 programs; nine early colleges; and numerous dual-degree programs nationally and internationally. Building on its 159-year history as a competitive and innovative undergraduate institution, Bard College has expanded its mission as a private institution acting in the public interest across the country and around the world to meet broader student needs and increase access to liberal education. The undergraduate program at our main campus in upstate New York has a reputation for scholarly excellence, a focus on the arts, and civic engagement. Bard is committed to enriching culture, public life, and democratic discourse by training tomorrow's thought leaders. For more information about Bard College, visit [bard.edu](http://bard.edu).