

TITLE: 2020 Tour Communications Intern

Department: Marketing	Staffing Classification: Seasonal
Reports to: Marketing Director	FLSA Classification: Exempt
Date:	Signature:

JOB SUMMARY:

Circus Smirkus is seeking an organized, energetic person with strong new media, writing and photographer/video skills to assist our marketing department during the 2020 Big Top Tour.

Working with the Marketing Team, the intern will be a member of our advance team to hang posters and distribute promotional flyers for our self-presented shows in Waltham, MA, Hanover, NH, Montpelier, VT, and Greensboro, VT. In addition, this position involves liaison and coordination with media representatives to schedule interviews with Circus Smirkus Directors and performers throughout the summer Big Top Tour of New England.

The Tour Communications Intern will work as part of the Circus Smirkus Marketing team to provide support for the exposure of the brand through the publishing, monitoring and archiving of images, video, written and other content. The internship is designed to give students or entry-level professionals the opportunity to experience firsthand the workings of a youth circus arts organization – and most importantly, how to let the public know about it also. Students in film studies, new media, marketing, journalism, creative writing or marketing/communications are encouraged to apply.

A commitment of 10 weeks is requested, beginning in early June and ending in August 2020 (dates somewhat flexible). The intern will be based at our headquarters in Greensboro, VT during the month of June, then travel with the tour throughout New England during July and August, ending back in Greensboro.

ESSENTIAL FUNCTIONS: *(Majority of duties, but not meant to be all-inclusive nor prevent other duties from being assigned as necessary.)*

Provide Content For Marketing Department To Promote The Big Top Tour

1. Act as on-site press liaison, coordinating photo requests, press opportunities, and interview scheduling in consultation with Marketing team. The intern will be responsible for scheduling interviews with designated Smirkus representatives, not to speak on the record on behalf of the organization.
2. Act as an advance team member for hanging posters and distributing flyers to promote shows in Greensboro, VT, Waltham, MA, Hanover, NH, and Montpelier, VT.
3. Act as a primary content provider for the Smirkus Big Top Tour blog, giving visitors an inside view of life on the road with the circus.
4. Produce and edit photos, videos and written content for website and company

emails to promote the Big Top Tour and push ticket sales.

5. Publish photos, video and written content to social media sites, including the Circus Smirkus Instagram, Youtube and others using strategies outlined by the Marketing Department.

Additional duties as assigned: Tour Assistance (as part of the Big Top Tour team)

1. You may be asked to assist in the setup and teardown of bunk lot at the discretion of the Tour General Manager. Duties may include but are not limited to: Setting and leveling bunkhouses, running hoses and electrical cords, setting up dishwashing station, setting up picnic tables and dining tent.
2. You may be asked to assist the House Manager in various tasks including crowd control and stuffing playbills.
3. Drive company vehicle or personal vehicle if available (gas funds will be provided).
4. Other jobs as needed.

KNOWLEDGE AND EXPERIENCE:

1. Excellent written and oral communication skills.
2. A natural curiosity and profound interest in telling stories (with words and images).
3. A knack for social media including Instagram, Twitter, and Youtube.
4. Proven skills in photography and videography.
5. Photo editing skills are not necessary but a plus!
6. Video production skills are not necessary but a plus!
7. Ability to thrive in a fast-paced environment and meet deadlines.
8. Ability to be flexible, positive, take initiative and demonstrate good judgment.
9. Ability to maintain confidentiality and follow-through on tasks and projects.
10. Professional interest in the fields of communications, journalism, film, new media and marketing.

WORKING CONDITIONS: (Typical working conditions associated with this type of work and environmental hazards, if any, that may be encountered in performing the duties of this position.)

- Internal: Work is normally conducted in an office environment.
- External: Work requires travel throughout Vermont and surrounding states while on summer tour.

PHYSICAL DEMANDS: (The physical effort generally associated with this position.)

- Work involves standing, walking, bending, kneeling, reaching, stooping, hearing and communicating effectively.
- Work may include occasional pushing, pulling, or carrying equipment.
- Must be able to lift 50 pounds.

SUPERVISION:

The Marketing Director provides primary supervision. On-site supervision is received from the Tour General Manager and the Tour Administrative Manager. Additional off-site direction is received from the Marketing team for video, photos, blog posts, and social media needs throughout the tour route.

PERIOD OF EMPLOYMENT:

This is an approximately three-month seasonal position from the end of May to end of August 2020.

TO APPLY:

To be considered for this position, email a cover letter, resumé and a completed [Circus Smirkus Employment Application](#) to robin.laplante@smirkus.org. While not required for this position, please let us know in your cover letter if you have a driver's license and access to a personal vehicle.

CIRCUS SMIRKUS – A PROMISE OF INCLUSION

Throughout history, the circus has sought out and celebrated all types of peoples, cultures, and skills to showcase the multifaceted triumph of human abilities. It is fundamental to our values to welcome employees, participants, and audience members of all backgrounds with the curiosity, respect, and awe human diversity inspires.

Joining a Circus Smirkus program – as a participant, an employee, or an audience member – means you belong. As a company, we promise to consider only merit in making hiring or program decisions. The only thing that matters to us is your willingness to embrace our values and help us create joy and magic for everyone who encounters a Smirkus program. If you're smart and talented and willing to work hard, please apply for a job with us!

As a proud upholder of circus tradition we commit to providing everyone equal opportunity to become a star, both in and out of the ring.

<https://www.smirkus.org>