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TITLE: Big Top Tour Field Team Marketing Assistant (Tour Advance Team)

Department: Marketing	Staffing Classification: Seasonal
Reports to: Marketing Director	FLSA Classification: Exempt
Date Approved: 30JAN2023	Pay: \$600/wk

JOB SUMMARY:

Circus Smirkus is seeking an organized, energetic person with strong communications skills and a sense of adventure to assist our marketing department during the 2022 summer season. Photography/video skills are a plus.

The Field Team Marketing Assistant (also called Advance Team) will work as part of Circus Smirkus Marketing team to provide support for the exposure of the brand by going out on the road in advance of the tour to hang posters, put up signs, hand out flyers at locations where families congregate (fairs, grocery stores, farmer's markets, etc). The Advance Team will need to track where signs and posters are hung, in order to pick up yard signs and keep track for future years. In addition, the Advance Team will help enter tour information on web listings and research activities in towns, seeking out fairs and festivals that would be good for flyering.

The person we are looking for will be outgoing and personable. They will need to talk to people on the street, shop owners, and a variety of different people, asking permission to hang posters as needed. Advance Team may also want to participate in our social media presence - through video and photography. This position 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. Prospects with experience in marketing, journalism, marketing/communications are encouraged to apply.

Although the specific length and terms of the position will be negotiated when an offer is made, a commitment of eight weeks is requested, beginning approximately in mid-June and ending in mid-August 2023.

Overnight accommodations will vary depending on location. Stays will be at our camp in Greensboro, VT, in hotels, in houses or camping on our circus lot.

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

Provide Marketing Support for the Big Top Tour

1. The primary responsibility will be to let the public know about our tour through postering, flyering and putting up yard signs.
2. Track location of posters and yard signs. Collect yard signs after the tour moves on.
3. Research fairs and festivals where you may go to hand out flyers.
4. 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.



5. Other jobs as needed.

KNOWLEDGE AND EXPERIENCE:

1. Excellent communications skills and an outgoing personality.
2. A natural curiosity and profound interest in telling stories (with words and images).
3. A knack for social media including Instagram, Tik Tok and Youtube.
4. Proven skills in photography and videography.
5. Video production skills are not necessary but a plus!
6. Ability to thrive in a fast-paced environment and meet deadlines.
7. Ability to be flexible, positive, take initiative and demonstrate good judgment.
8. Ability to maintain confidentiality and follow-through on tasks and projects.
9. Professional interest in 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 conducted outside and in circus tents throughout New England.

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:

Supervision is received from the Marketing Director. Additional supervision is received from the Tour General Manager.

PERIOD OF EMPLOYMENT:

This is an approximately 8 week seasonal position 6/19-8/15.

To be considered for this position, please contact jobs@smirkus.org.

Interested parties please include:

- In the subject line, put “TOUR” in all caps and the job title that you are applying for
- Cover letter
- Resumé

A PROMISE OF INCLUSION

Circus Smirkus celebrates all types of peoples, cultures, and skills to showcase the multifaceted triumph of human abilities, particularly among our youth population. Joining Circus Smirkus – as a participant, an employee, a volunteer, or an audience member – means you belong. And to all who join, Smirkus asks for you to embrace our values and to help us create joy and magic for everyone who encounters a Smirkus program. We commit to providing everyone equal opportunity to shine—both in and out of the ring.



Revised 28JAN2023