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**TITLE: Big Top Tour Communications Associate**

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

**JOB SUMMARY:**

Circus Smirkus is seeking an organized, energetic person with strong new media, writing and photography/video skills to assist our marketing department during the summer season.

The Tour Communications Associate will work as part of 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. 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 film studies, new media, marketing, journalism, creative writing or 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 ten weeks is requested, beginning approximately in early-June and ending in mid-August. The job will be based at our headquarters in Greensboro, VT for approximately 3 weeks, then will travel with the tour for the remaining 6-7 weeks. For students, this position may allow you to earn school credit; check with your school for appropriate opportunities.

**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 primary content provider for the Smirkus Big Top Tour blog, giving visitors an inside view of life with the circus.
2. Produce and edit photos, videos and written content for website and company emails to promote the Big Top Tour.
3. 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.
4. Act as press liaison on site, and coordinate photo and press opportunities with the Marketing Manager, Tour Management and Trouper Counselors.
5. 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, Tik Tok and Youtube.
4. Proven skills in photography and videography.
5. Photo editing skills.
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 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, in rural Vermont.

**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, and the Associate Artistic Director.

### **PERIOD OF EMPLOYMENT:**

This is an approximately 10 week seasonal position 09JUN-21AUG2023.

To be considered for this position, please contact [jobs@smirkus.org](mailto: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 09JAN2023