



Marketing & Social Media Intern

Piano Cleveland seeks a Marketing & Social Media Intern for summer 2021. The intern will have the opportunity to work within a small team to bring awareness and excitement around the organization's signature event, the Cleveland International Piano Competition, scheduled for July-August 2021.

Core Tasks

- Monitor social media channels for industry trends and review analytics to generate reports
- Become familiar brand voice and mission to promote on-brand messaging through traditional, digital, and social media channels
- Develop and curate content for social media platforms, engage with users and respond to social media messages, inquires and comments
- Attend Competition events to record video, take photos, and share content via social
- Create, edit and distribute engaging written and graphic content for media content, e-newsletters, webpages, social and other copy as needed
- Develop social media plan including but not limited to the management of ad spend, content creation, channel growth, and influencer programs

Expected Qualifications

- Excellent written and verbal communication skills
- Proficiency in Microsoft Office and Google products (Gmail, Drive, Docs, Forms, etc.)
- Extensive knowledge of social media (Facebook, Instagram, Twitter)
- Ability to prioritize and manage multiple responsibilities
- Ability to work with diverse populations
- High degree of flexibility, creativity, maturity, and reliability
- Some availability outside of regular business hours, including weekends and evenings of CIPC
- The intern MUST be available all dates during and around the Cleveland International Piano Competition, July 25-August 11, 2020

Hours and Schedule

This paid position will run from mid-May through mid-August 2020. Exact dates and hours to be determined based on the candidate's schedule. We anticipate the intern working approximately 10-15 hours per week in May and June and increasing to 24-30 hours per week in July to mid-August. Intern duties from May through mid-July will primarily be virtual. During and around the Competition (July 25 - August 11), the intern will be working in University Circle.

Compensation

Piano Cleveland offers a stipend of \$4,000 for the duration of the internship.

About Piano Cleveland

Piano Cleveland promotes Cleveland as a premier piano destination by presenting world-class programming and community engagement and education initiatives. The organization's four major programs and events include the Cleveland International Piano Competition, the CIPC for Young Artists, the Concert Series, and year-round education and community outreach programming. To learn more, visit our website at www.pianocleveland.org

Please send cover letter and resume to info@pianocleveland.org by January 15, 2021 or apply via Handshake (Job ID# 4225698).