



Piano Cleveland seeks a **Marketing & Social Media Intern for summer 2024**

The intern will have the opportunity to work within a small team to bring awareness and excitement around the 50th anniversary of our organization's flagship event—the Cleveland International Piano Competition.

Dates of Internship: **May 28, 2024 – August 16, 2024**

Marketing & Social Media Intern

CORE TASKS

You will have the opportunity to work in two main areas: social media and marketing. The core tasks are as follows:

- Become familiar with Piano Cleveland's mission and vision
- Assist Marketing & Communications Manager in developing social media strategy, engage current audiences and grow local name recognition
- Generate content for social media and manage social calendar by scheduling posts, boosting ads, and creating stories
- Attend summer events to record video, take photos, and share content on social media
- Assist Marketing & Communications Manager in creating, scheduling and designing electronic newsletters
- Work with design team to deliver marketing materials that promote brand awareness
- Help track public relations activity and social media engagement

The intern will be supervised by the Marketing & Communications Manager.



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 (primarily Facebook & Instagram)
- 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 during the competition
- The intern **MUST** be available all dates during and around the Cleveland International Piano Competition: July 28 – August 10, 2024
- The intern must have reliable transportation to and from events

HOURS AND SCHEDULE

This paid position will run from May 28 through August 16. We anticipate the intern working part-time for the first few weeks before taking on a full-time schedule for most of the summer. During the Competition (July 28 – August 10), the intern will be working primarily in University Circle and be expected to have their own mode of reliable transportation.

COMPENSATION

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

TO APPLY

Please submit your resume and cover letter to ryan.ireland@pianocleveland.org by Sunday, March 10. Review of applications will begin on Monday. Late applications will not be accepted.

FAQS

- **What does a typical day look like for this role?**

You will be involved in biweekly staff meetings, work one-on-one with team members to create content, and play an active role in the execution of our summer events. One of the wonderful things about Piano Cleveland is that there is no “typical” day—each day may include a range of activities, from writing social media posts and formatting programs to working with our visiting artists and supporting our patrons at events.



- **What value would I bring to the Piano Cleveland team?**

We see interns as core members of our team during their time with us. As a small non-profit putting on events that reach ~15,000 people, it is incredibly valuable for us to have another set of hands as we present a range of exciting piano events for the city of Cleveland. In particular, we have also seen that we have learned so much from our interns, especially in terms of social media and marketing, so we very much value our interns' perspectives on both small- and large-scale projects.

- **What value would Piano Cleveland provide for my professional development?**

Our goal is for our intern to gain valuable skills and knowledge about the non-profit (arts) sector by working with us. To that end, we provide a structured internship with measurable goals – identified in the first week by our intern – so that interns can see the progress they make throughout the summer and have concrete takeaways from their experience with us. Plus, we're a fun team!

ABOUT PIANO CLEVELAND

Piano Cleveland promotes the transformative power of the piano through internationally renowned competitions, innovative concerts and community-engaged programming. As a small but mighty arts non-profit, our work supports pianists to achieve their full potential while inspiring the discovery and love of piano music for listeners of all ages and backgrounds. For more, visit www.pianocleveland.org