



Marketing Internship

Since 2010 Body&Soul Music and Arts Festival has run annually in the grounds of Ballinlough Castle, Co. Westmeath, growing in size each year to a planned 15,000 when it will take place next on Summer Solstice in 2018. In addition, the team annually also run the Body&Soul Village at Electric Picnic in Portlaoise and work internationally taking part in the Latitude Festival in Suffolk, UK with SOLAS.

The successful candidate will have the opportunity to join a team of dedicated, creative and well-connected sector leaders on a marketing campaign that will attract huge attention, both in Ireland and internationally. The internship will give you the opportunity to be involved in and participate in the roll out of a various elements of the Festival's marketing and sales campaign. During this internship you will be mentored by the Marketing & Sponsorship Manager and will be provided with in depth training across a broad range of tasks, with the ability to take ownership over certain projects and have creative input.

Reports to: Marketing & Sponsorship Manager

Key Liaison with: Programme Manager, Music Booker, B&S PR firm, Event Operations Team, Decor Manager, Curators //Performers/Artists.

ROLE SPECIFICATION

Outline of role and responsibilities:

The successful candidate will work across three major events in the Irish and UK music calendars and contribute to the broader brand marketing of the organisations. Duties include (but are not limited to):

- Website maintenance and copywriting for website.
- Social media content implementation.
- Assisting with print production.
- Liaising between outside contractors such as designers/videographers etc and other stakeholders.
- Liaising between marketing team and programme team, as well as with curators, artists and agents.
- Generate exciting ideas for competitions and activations and assist in implementing these.
- Assist in delivering an online advertising schedule.
- Assist in coordinating press materials and requests.

- Assist in asset gathering for marketing materials.
- Proof-reading copy.
- Assist in preparation of all on-site print materials, schedules and information guides.
- Responding to customer queries.

Candidate:

- Strong interest in festivals and arts marketing, preferably with an interest in pursuing a career in arts/music marketing.
- Skilled communicator, with a flair for creative writing and an interest in music writing/journalism.
- Digitally savvy and ahead of the curve on all digital and social opportunities.
- Experience in engaging content creation for social media (be it on a professional or personal project).
- Fluent in English
- Meticulous attention to detail.
- Proficient in Word/Excel/Google Sheets, Google Drive, Google Calendars, Dropbox.
- Excellent organisational skills.
- Ability to manage your time effectively.
- Ability to work well as part of a dynamic team in an office environment and onsite in a festival environment.

Terms and Conditions of the Internship:

- The Internship is unpaid but a contribution to expenses incurred related to the doing the job will be reimbursed.
- Position based in our Dublin 8 office.
- Placement will be for 6 months from late January to late July.
- Position is 4 days per week – our normal working day is 10.00am-6.00pm, with the exception of the festival period when extra hours will be required to support the workload.
- While this role is office based there is an on site requirement for the Body&Soul Festival. Accommodation and all meals are provided on site.

TO APPLY

Please submit a copy of your CV and a cover letter outlining why you are interested in this internship.

Applications to be submitted to office@bodyandsoul.ie with Marketing Internship in the subject line.

Closing date for applications is Friday 17 November 2017 at 5pm.