



JOB DESCRIPTION

Marketing and Sales Intern

July 17-August 25, 2023

JOB OVERVIEW

The summer Marketing and Sales Intern is a seasonal, non-exempt (hourly) full-time assignment, supporting fundraising, marketing, and concert services initiative during the Sun Valley Music Festival's 2023 Summer Season performances, July 30-August 24. They work onsite at the Festival's Welcome Center and Store at the Sun Valley Pavilion (300 Dollar Rd., Sun Valley, Idaho) during operating hours on concert days, and as needed at the Sun Valley Music Festival offices in Ketchum, Idaho (120 2nd Ave. North) during concert and non-concert days. The Marketing and Sales Intern maintains a good knowledge of the Festival (its mission, programs, and donation opportunities) and serves as a key ambassador of its programming and brand. They run the Welcome Center and Store's daily operations; set up and maintain merchandising, promotional, and operational displays; and provide customer service—serving as a major touchpoint between the Festival and the public. This position reports to the Operations Director and Senior Marketing Manager.

RESPONSIBILITIES

Marketing and administration

- Displays, distributes, collects, and maintains supplies of print collateral, such as program books, signs, brochures, and survey cards
- Keeps track of merchandise inventory and sales and provides daily reports to administration managers
- Arranges merchandise and displays in an appealing manner and keeps the Welcome Center and Store clean and organized
- Organizes and leads post-concert guest artist CD sales and signing events, in coordination with artist liaisons and with assistance from the administrative team
- Participates in pre- and post-season Welcome Center and Store planning, set up, and tear down
- Proposes, creates, and collects stories and photography/videos for daily social media content
- Helps pack up and store all signs, marketing displays, and print materials after each concert
- Assists with all other marketing and administrative tasks as assigned

Sales and customer service

- Answers concertgoer's questions and provides helpful information on how to attend and best enjoy Festival programming
- Sets up and operates point-of-sale equipment, including credit card processing and inventory software
- Collects cash, check, and credit card transactions for merchandise sales and donations
- Safely stores cash and check transactions and delivers them to the Office Manager every few days for deposit

- Answers phones and assists Welcome Center and Store/office visitors; answering questions, taking messages, and directing inquiries to the correct staff as needed
- Collects and helps the public recover lost and found items
- Assists seating interns and event staff as needed
- Attends fundraising events to assist admin staff, as needed
- Assists at the Gala Concert as needed

Qualifications

- Excellent interpersonal communication skills and interest in customer service and public relations
- Ability to work in teams, individually, and with other departments
- Experience with social media platforms and strategies
- Ability to learn and apply new concepts and tasks in a fast-paced environment
- Organized and able to take direction and complete tasks with little oversight
- Experience with content creation a plus, even if not professionally; including writing, photography, videography, and graphic design
- Ability to work on many demanding projects in an organized, efficient manner
- Tech-savvy and able to work on Apple or Windows devices
- Passionate about marketing, sales, and communications with astute attention to detail
- Flexible work schedule and ability to work evenings and weekends
- Desire and ability to take initiative on projects and work towards larger goals