



AthFest Music & Arts Festival Marketing Internship

AthFest Educates

AthFest Educates is a nonprofit organization committed to sustaining and advancing music and arts education for K-12 youth in Athens-Clarke County. In order to fulfill its mission, AthFest Educates produces two annual fundraisers, the AthFest Music & Arts Festival and the AthHalf Half Marathon & 5K. The proceeds from these two events fund the organization's annual grant-making efforts.

AthFest Music & Arts Festival

AthFest is an annual free, three-day, family-friendly festival that celebrates Athens, GA's vibrant creative culture, featuring local and regional musicians and visual artists. Thousands of people flock to the streets of historic downtown Athens to experience live music by artists from a variety of genres, enjoy local artwork, and soak up the vibe of one of America's coolest cities. Locals mingle with out of towners while music fills the air and art, food and fun fill the streets.

Description:

The Intern will work with the Marketing Team and Executive Director on the following:

1. Theme Art and Marketing Designs, including:
 - a. Merchandise
 - b. Print Advertising, signs, banners, and billboards
 - c. Digital Advertising
2. Communication with Media
 - a. Creating and disseminating Press Releases and PSAs
 - b. Facilitating Media Coverage, badges, and access
 - c. Scheduling and Facilitating Interviews and Event Coverage
3. Projects
 - a. Storytelling series – Interviews with stakeholders on different topics
 - b. Crowdfunding and Band Fundraising

The ideal candidate:

- Is committed to the Athens community, particularly the music scene and the community's youth
- Has excellent communication skills
- Is self-motivated, organized, and a strong multi-tasker
- Is comfortable with hands on work, including loading in/out of equipment and supplies.
- Is able to work with a diverse team of volunteers, managing multiple deadlines

This internship occurs during the summer semester from May - July and includes approximately 100 hours of work, including work during the Festival (June 21 – 23). This is an unpaid internship that qualifies for course credits.

Those interested should submit a cover letter and resume to director@athfesteducates.org.