

One Voice Mixed Chorus

Position Title: **Communications Intern**
Revised: February 9, 2012
Supervised by: Executive Director
Purpose of Position: To assist the Executive Director with communications & marketing
Time Commitment: 10-20 hours per week

Communications interns will assist the Executive Director with One Voice's Communications, also known as promotion or marketing. One Voice believes it is most effective when it is in communication and relationship with its various audiences – from the stage, in written communications, in Social Media...in all areas. An intern is sought to assist in these areas. Ideal candidates will be energetic, inventive, hard working, social media and web-savvy, and brimming with ideas about creative ways to engage audiences in the organization's mission. While assisting with a wide range of projects, interns will gain hands-on experience and training in many aspects of marketing and development, while also gaining a good understanding of a small nonprofit organization.

Overall Tasks

- Usage of Social Media Tools (Facebook, Twitter, YouTube, Google+, etc.) for current and potential One Voice supporters on regular goings on of the chorus.
- Assist with the implementation of the Strategic Development plan for communications, including newsletters (internal, external).
- Attend the monthly Committee meeting to report and provide input from the Social Media POV for overall marketing efforts of the season and concert cycle.
- Participate in the 25th Anniversary brand redesign, launch and implementation.

Concert Cycle-Specific Tasks

- Be point person on tasks related to implementing the Strategic Development and Communications plan related to social media.
- Assist in coordinating with volunteer web master.
- Assist in creating videos for audience development purposes to bridge the key messages of the concert and outreach projects. These videos range from one-and-a-half minutes to four-and-a-half minutes. The vignettes are real, honest stories of One Voice experiences.
- Assist and serve as liaison with certain press opportunities – press releases, sponsorship opportunities, etc.
- Assist with program edits
- Assist with redesign of marketing booth

Interns' responsibilities will include:

- A commitment to work 10-20 hours per week for four months.
- Assisting staff with promoting events.
- Assisting staff with tracking, formatting and archiving reviews and other media.
- Maintaining and updating the One Voice's social media sites.
- Assisting in the production of advertisements, press releases, and promotional materials.
- Assisting with mailings to media, consumers, and other contacts.

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Regular commitments/meetings:

- Weekly staff meeting.
- Major concerts and occasional community outreach performances or tour.
- Regular Committee meetings.

Qualified candidates will be/have:

- A commitment to the mission of One Voice Mixed Chorus.
- Passion for effective communication and utilizing various tools to deliver messaging
- Self-motivated, detail-oriented individuals with superior written, verbal and organizational skills.
- Excellent computer skills with experience in Social Media & Microsoft office
- The ability to work independently and with others – especially volunteers, donors, and vendors.
- Dependability, flexibility, and ability to maintain confidentiality.
- The ability to work well under pressure and with deadlines.

One Voice Mixed Chorus offers ongoing unpaid internships designed to expose qualified applicants to Communications (marketing, events, and development work) and other aspects of the nonprofit industry. The internships are intended for those who are serious about pursuing their chosen path in communications, marketing and/or the nonprofit field. The acceptance process will be highly selective.

Benefits of an internship at One Voice include a great hands-on learning experience at a well-established nonprofit arts organization, exposure to a talented chorus, and the ability to network with a wide variety of individuals. College credit is also available.

Interested applicants must be in the third or fourth year of an undergraduate degree; higher level applicants are welcome. One Voice Mixed Chorus internships require a commitment of 10-20 hours per week. Internships are generally scheduled during One Voice's operating hours (9 AM through 5 PM, Monday through Friday), but committee meetings are usually held in the evenings.

To apply, send a resume and cover letter to:

One Voice Mixed Chorus

Subject Line: Internship Application (Communications)

info@ovmc.org