



MARKETING & COMMUNITY ENGAGEMENT INTERNSHIP

CATEGORY

Marketing & Community Engagement

JOB TYPE

Part time/hourly; 9 hours/week starting in February 2022. Full time during Festival weekend, May 7-8, 2022.

LOCATION

Internship is primarily remote. However, interns are invited (but not required) to attend in-person staff meetings should they resume during the semester; meeting dates and times TBD. All interns must attend the Festival which takes place in downtown Berkeley May 7 & 8, 2022, from 11:00 am to 6:00 p.m.

ABOUT THE FESTIVAL

The two-day annual Bay Area Book Festival (BABF) is a cultural experience unlike any other in the region. It brings hundreds of leading authors and 25,000 residents to Berkeley, CA over one jam-packed weekend of keynotes, interviews, panels, performances, and an exciting outdoor fair.

We are dedicated to fostering cross-cultural appreciation and international understanding through literature, and seek to continually expand the breadth of festival programming to reflect, engage, and appeal to audiences that have been historically underserved or do not often feel welcome in traditional literary spaces.

ABOUT THE POSITION

In the capacity of Marketing & Community Engagement Intern, you will work with the Managing Director and BABF leadership team to cultivate relationships with community organizations, businesses, literary clubs, and authors. You will support our marketing and communications outreach to target these audiences both directly and through the development of strategic partnerships. These partnerships may result in a series of new Festival events presented in communities beyond Berkeley (e.g. Oakland, Contra Costa County, etc.)

DUTIES

- Working in concert with the Managing Director, help envision, create, and implement outreach strategies intended to bolster engagement and attendance in key demographics.
- Research and connect with community partners through various channels, including digital and social media platforms.
- Distribute marketing collateral to community partners for distribution to their respective communities. This would include physical and digital posters, in addition to a marketing toolkit describing ways to promote the Festival through their respective websites, newsletters, email distribution lists, and social media channels.
- Support the Festival's social media campaign to engage existing and new audiences, with a special focus on efforts to engage youth, young adult, and college student populations.

- Provide general support to the Festival's Marketing & Community Engagement efforts, including writing, online and telephone-based research, targeted outreach, assistance with special events and projects as needed.

QUALIFICATIONS

- Familiarity with and/or interest in working with community-focused nonprofits
- Interest in/knowledge of marketing, communications, public relations, social media strategy, and/or literacy and books.
- Exceptional written communication skills
- Ability to research and target Bay Area organizations and businesses that may be interested in supporting and helping promote the Festival
- Experience with outreach to diverse audiences

BABF is committed to building a diverse team and strongly encourages applications from people of color, Queer identified, disabled, and gender nonconforming individuals.

To apply, please visit baybookfest.org/festival-internship and fill out the Google Form entitled “**2022 BABF Internship Application**” by **midnight on Wednesday, November 17**. Should you have any questions or concerns, please email samee@baybookfest.org.

INTERNSHIP CREDIT

To apply, you must be a UC Berkeley student eligible to receive course credit for this internship (3 units); 124 hours over 3 months approx. (45 hours per unit). We're excited to announce that **students in all majors may receive course credit for this internship** through Theater 197 enrollment. The Faculty Advisor for spring 2022 is Professor Lisa Wymore.

Should you receive an offer, we will provide further details on how to enroll, course requirements, and course units. If you have any questions or concerns, please email samee@baybookfest.org.

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