



MARKETING, WRITING & COMMUNICATIONS INTERNSHIP

(Application Deadline: Wednesday, December 7, 2022)

INTERNSHIP CATEGORY
Marketing Communications

JOB TYPE

Part time/hourly; 9 hours/week starting in February 2023. Each intern will receive a \$300 stipend from the Bay Area Book Festival.

LOCATION

Internship is primarily remote. Interns are invited (but not required) to attend biweekly staff meetings via Zoom; meeting dates and times TBD. All interns are required to attend the Festival on at least one of the two days when it takes place May 6 & 7, 2023, from 11:00 am to 6:00 p.m. in downtown Berkeley.

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, Writing & Communications Intern, you will work with the BABF Managing Director and Program Team to promote the Festival by helping develop marketing tools, writing copy for and helping distribute a variety of promotional materials, assisting with social media, and cultivating relationships with community organizations, businesses, literary clubs, and authors. You will support our community outreach efforts to target these audiences both directly and through the development of strategic partnerships.

DUTIES

Working in concert with the BABF Managing Director:

- Help envision, create, and implement outreach strategies and tools to bolster festival engagement and attendance in key demographics.
- Distribute marketing collateral to community partners for distribution to their respective communities. This would include both physical and digital materials, 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 including writing, online and telephone-based research, targeted outreach, assistance with special events and projects as needed.

Working with the BABF Managing Director and Program Team:

- Write and edit author bios for the festival website.
- Assist in writing literary program descriptions for the festival website and Chronicle Program Guide; write and/or edit copy for the Festival website, promotional e-blasts, newsletter, donor outreach/campaigns, and grant applications.
- Research and connect with community and business partners through various channels, including email and social media platforms.

QUALIFICATIONS

- Familiarity with and/or interest in working with community-focused nonprofits and/or events.
- Interest in promoting literature, books and reading
- Interest in/knowledge of marketing, communications, public relations, and/or community outreach.
- Exceptional written communication skills (a sharp proofreading eye would also be of assistance)
- Ability to research and target Bay Area organizations and businesses that may be interested in supporting and helping promote the Festival
- Experience and/or interest in outreach to diverse audiences; ability to target research, writing, and personal interactions effectively toward the intended audience
- Experience in writing articles or promotional pieces (useful but not required), and/or presenting written information in attractive ways, systems such as Mailchimp, other contemporary formats.

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 “2023 BABF Internship Application” by midnight on Wednesday, December 7. 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 (2-4 units); 124 hours over 3 months approx (3 hours of work per week = 1 unit). We’re excited to announce that students in all majors may receive course credit for this internship through enrolling in the P/NP [Humanities 197 Creative Discovery Internship](#) course. **HUM 197 meetings held every other Wednesday 4-5pm**, average 1/hr week including class time and assignments. **Applicants should ensure their availability for this time in addition to their work hours.** Students will enroll in the course after they are offered and accept the internship position. The Staff Advisor for spring 2023 is Evelyn Thorne, evelynthorne@berkeley.edu

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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