

## **About BRIC:**

BRIC is a leading arts and media institution anchored in Downtown Brooklyn whose work spans contemporary visual and performing arts, media, and civic action. For over forty years, BRIC has shaped Brooklyn's cultural and media landscape by presenting and incubating artists, creators, students, and media makers. As a creative catalyst for their community, BRIC ignites learning in people of all ages and centralizes diverse voices that take risks and drive culture forward. BRIC is building Brooklyn's creative future.

The **BRIC Celebrate Brooklyn! Festival** is NYC's longest-running, free performance festival, and a beloved summer tradition featuring approximately 30 varied performances and attracting upwards of 200,000 people each summer to the Prospect Park Bandshell.

## **About the Seasonal Marketing Associate Staff Role**

BRIC seeks a seasonal Marketing Associate who will serve a variety of functions throughout the festival duration. This individual's primary responsibility will be to staff the BRIC Booth where audience members can come to learn more about BRIC, ask questions and find general support. This person will also help populate BRIC's social media channels and fulfill administrative duties for the Director of Communications. This individual should have experience interacting with the public to positively engage the audience and represent the message of BRIC and the BRIC Celebrate Brooklyn! Festival experience. Experience running social media channels is preferred.

## **What You'll Do in the Role:**

The Seasonal Marketing Associate will gain experience by assisting and coordinating in the following areas as well as any other project assigned by their manager, the Director of Marketing:

- Represent BRIC on-site at the Festival, in the BRIC Info Booth, at every show throughout the summer
- Administer audience survey at all performances, utilizing iPads and supervising volunteers
- Create content for social media networks including Twitter, Facebook, YouTube, and Instagram
- Draft blog entries including artist interviews, photo essays, and behind-the-scenes articles
- Complete other administrative duties (data entry, fulfill mailings, inventory, invoicing) and help the BRIC team whenever/wherever extra hands are needed

## **Post-Season**

- Assist in drafting a marketing season-in-review
- Archive/organize season assets (photos, merch, etc...)
- Present survey data

## **You'll Bring these Skills and Strengths to the Role:**

- **Mission & Values Alignment:** *A passion for BRIC's support of the arts in Brooklyn and a deep commitment to building community, igniting learning and making change through the arts and creativity.*
- **Commitment to Equity & Inclusion:** *Desire to operationalize equity within the role*
- *Bachelor's or Master's degree or currently pursuing degree in related field*
- *Adobe Creative Suite, photography and/or videography skills a plus*
- *Must be creative, proactive, highly organized, computer literate, outgoing, and able to think on your feet*
- *Must possess strong written, verbal, and interpersonal skills*
- *Must be excited to work on administrative office tasks and to engage with artists and the public onsite, both with utmost professionalism*
- *Must be interested in the performing arts*

## **Other Things to Know:**

- **Schedule & Location:** *June – September 2021, 4-5 days per week / 30 hours. Must be available to work ALL performances (primarily Thursday, Friday, and Saturday nights) plus office hours.*
- **Food/Transportation allowance:** *Onsite dinner during events and transportation benefit provided.*
- **Mission & Values:** *BRIC is committed to building Brooklyn's creative future. We advance opportunities for visual artists, performers, and media makers. We present bold work that reflects diverse audiences and speaks to the world. We ignite learning in people of all ages. We unite Brooklyn through art and creativity to build community and make change.*

