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Split This Rock 2018 Festival – Marketing Manager

## **Organizational Summary**

[Split This Rock](http://www.splitthisrock.org) is a non-profit organization that brings poetry to the center of public life and fosters a national network of socially engaged poets. From our home in the nation's capital we celebrate poetic diversity and the transformative power of the imagination. All of Split This Rock's programs are designed to integrate poetry of provocation and witness into public life and to support the poets who write and perform this critical work.

Our cornerstone program is a biennial national festival celebrating poetry and activism, held in Washington, DC. The next festival, our sixth, will take place April 19-21, 2018 and coincide with the 10th anniversary of Split This Rock. Over the course of the three days writers and activists from all over the country gather to participate in panels, workshops, and group readings. Each night brings featured readings by some of the country’s most essential voices. Featuring at the 2018 festival thus far, with more to come, are Solmaz Sharif and Kwame Dawes.

We also sponsor a robust youth program, an online social justice poetry database, social justice campaigns, readings, workshops, and year-round local and national programming at the intersection of poetry and social change. We’re a small but passionate staff housed at the Institute for Policy Studies, the nation’s oldest progressive think tank.

## Position Description

This unpaid position combines opportunities to apply and expand your skills in event planning, marketing, and social media strategy. You will have the opportunity to contribute in significant and meaningful ways to the continued growth of a small mission-driven non-profit organization and its cornerstone program.

The 2018 Festival Marketing Manager assists in the creation, dissemination, and evaluation of marketing materials and social media posts for Split This Rock’s upcoming biennial national poetry festival (April 19-21, 2018). The festival brings together hundreds of poets, writers, and activists from around the country to Washington, DC for three days of poetry, community building, and creative transformation.

Working with Split This Rock’s staff, specific responsibilities include:

* Finalizing of a festival marketing plan
* Ensuring follow-through on marketing plan
* Design and posting of social media and online publicity
* Drafting and dissemination of press releases
* Serving as liaison to festival's marketing committee
* Organization and follow-through of outreach efforts including but not limited to email campaigns, recruitment of festival street team, mailings, etc.

Additionally, the intern(s) will assist with other office tasks as needed--filing, office organization, research, and the day-to-day duties of running a small nonprofit.

## Qualifications

We are looking for interns who are:

* Extremely organized with attention to detail and follow through
* Excellent writing and communications skills
* Comfortable juggling various moving pieces of a major festival
* Passionate and committed to social change
* Have some knowledge and love of poetry
* Able to manage multiple tasks on self-determined schedule
* Flexible and good-natured
* Comfortable in cross-cultural settings
* Previous communications and/or marketing experience a plus
* College or graduate students, or recent grads

This is an exciting opportunity to work with a growing literary arts organization that is unique in the field, while getting to know the local poetry and arts community. We’re looking for an intern who can commit to working 10-15 hours per week (flexible schedule) for a minimum of 6-8 months (ideally longer).

To apply, please send a resume, a thoughtful cover letter outlining your interest in Split This Rock and why you would be a good fit for this position, and a brief prose writing sample (no more than two pages) to Tiana Trutna at tiana@splitthisrock.org. We are accepting applications on a rolling basis. We look forward to hearing from you!