

## 2020 Festival Internship Opportunities

The Virginia Festival of the Book offers paid internships to students at the University of Virginia, Piedmont Virginia Community College, and other colleges or universities in Central Virginia. These internships provide selected students with **hands-on, professional experience in program development and large-scale event planning, marketing and promotion, and youth outreach**, in order to develop future leaders in the non-profit arts and culture sector.

Festival interns will assist the Festival director and support staff in all aspects of planning and realizing the annual Festival, one of the most celebrated literary festivals in the East Coast. **Students with an interest in books, publishing, marketing and communications, media, event planning, and authors especially enjoy working in the Festival offices.**

**The following three internships are available in Spring 2020:**

**Event Planning Internship:** Qualified candidates have a strong interest in books and publishing, arts administration, and hospitality. **Among other tasks, this intern will help:**

- Maintain and edit Wordpress database of speaker and program information.
- Draft program scripts and timelines.
- Support the coordination of Festival speaker, donor, and sponsor hospitality.
- Recruit and organize volunteers to work during the Festival.
- Produce name badges, speaker handbook, banquet tickets, and other check-in materials.
- Draft schedules and itineraries for select Festival speakers, including assisting in coordinating ground transportation, as needed.
- Distribute signage, printed programs, and program materials to venues.
- Schedule and participate in venue walk-throughs prior to the Festival.
- Prepare venues for special events and Festival programs, including helping set up livestreams.
- Compile and report on qualitative and quantitative data received for the Festival from program surveys.

**Marketing & Promotion Internship:** Qualified candidates have excellent written and verbal communication skills, are comfortable interacting with the public, have experience promoting events, and are eager to act as a Festival ambassador. **Among other tasks, this intern will help:**

- Perform target market research.
- Create and implement program-specific and Festival-wide marketing campaigns for local communities.
- Create content (written and visual, primarily) to promote Festival programming through e-news, social media posts, media pitches, blog posts on VaBook.org, and press releases.
- Keep the Wordpress-based Festival website updated with programmatic information.
- Create and distribute press credentials to members of the media attending Festival programs.
- Liaise with media representatives and serve as point-of-contact for them at specific Festival programs in order to help arrange on-camera interviews, etc.
- Identify and develop outreach and engagement strategies for specific programs and opportunities for local stakeholder groups, including UVA students, PVCC students, social justice organizations, non-profits serving local youth, libraries, schools, churches, and many more.

- Use Adobe Creative Cloud to create promotional materials including flyers, etc.
- Copyedit a variety of Festival materials.
- Create a final report on social media engagement and media coverage garnered by the Festival across mediums.

**Youth & School Outreach Internship:** Qualified candidates have good written and verbal communication skills, are detail-oriented while still being able to roll with the punches, and have an interest in education and youth development. **Among other tasks, this intern will help:**

- Manage all Festival school visits, presenting authors in regional K-12 schools.
- Coordinate ground transportation for authors to take part in school visits.
- Prepare materials for teachers and school librarians to use in preparation for their author(s) to visit.
- Research sources of funding and/or books for schools, to accompany author visits.
- Serve as support staff for all multi-school assemblies during the Festival, including the elementary youth headliner assemblies on Thursday, March 19 at 10:30 AM and 12:30 PM.
- Manage the annual Storytime Marathon program for young children, part of Storyfest programming on the Saturday of the Festival.
- Working with the Marketing & Promotion Intern, identify and execute strategies to promote Storyfest and other youth-oriented Festival programming to parents, teachers, and schools.
- Distribute Storyfest flyers to venues and other family/youth-oriented stakeholders.
- Update school visit survey and collect feedback from participating teachers, librarians, and authors.
- Create a final report on school and youth programming, including number of schools and students served, total public attendance, media coverage of programming, and qualitative feedback.

All interns will have the opportunity to further develop their time management and communication skills; writing and research capabilities; and complex project management skills, including planning and scheduling. Interns will also gain an understanding of working in a non-profit organization.

## Internship Logistics

Each internship requires 10 hours per week from the beginning of January through mid-April in support of the planning, execution, and wrap-up of the 2020 Virginia Festival of the Book. Interns who are available to begin working with the Festival earlier (in the Fall semester) have that option.

Festival staff will work with each intern to determine a mutually agreeable and consistent schedule during regular business hours (Monday-Friday, 9:00 AM - 5:00 PM) and to schedule an orientation.

Personal transportation is advised for most interns, in order to commute to the internship sites (Virginia Humanities offices in the Boar's Head Resort and/or the Jefferson School City Center) and to be on-site at Festival venues for planning meetings and programming.

Festival internships pay \$10/hour.

The Festival operates with a small year-round staff and is dependent upon the help of interns. We think the work is interesting and enjoyable, and we do our best to provide students with opportunities for networking and mentorship. Interns will work directly with and be supported by Festival staff, other interns, and volunteers. As desired, interns will also be connected with resources and other professionals in the fields of publishing, the humanities, and literary and community-based non-profits, including Virginia Humanities staff and board members, Festival speakers and committee members, and local and regional community leaders.

## Important Dates for Interns

All interns are also asked to clear personal schedules as much as possible from **March 16-27, 2020**, for the potential of extra (paid) work hours and flexible scheduling based on Festival needs. During this period, interns will NOT be expected to skip classes or to exceed 20 hours per week with Festival responsibilities.

The Virginia Festival of the Book takes place **March 18-22, 2020**. Interns are expected to be “on-call” for the entire five days of the Festival, unless discussed with and approved by Festival staff prior to January 2020.

## How to Apply

Applications are now open for Spring 2020 internships. Qualified candidates will have the ability to work well in a fast-paced, team environment. All interns must be detail-oriented, self-motivated, and flexible.

To apply, email Sarah Lawson at [sdlawson@virginia.edu](mailto:sdlawson@virginia.edu) your application materials. **Deadline: September 2, 2019**. Applications will be reviewed on a rolling basis. Students may apply for more than one internship. Please include your last name and preferred internship(s), from the list above, in the email subject line.

Your application should include the following, saved in PDF format:

- Resume
- Cover letter detailing your position(s) of interest and reasons for your selection(s). If you are applying for more than one position, you only need to submit one cover letter.
- Supplemental materials; please choose one of the following, based on your interests:
  1. Explore the archived schedules from the 2018 Festival ([vabook18.virginiahumanities.org](http://vabook18.virginiahumanities.org)) and 2019 Festival ([vabook19.virginiahumanities.org/schedule](http://vabook19.virginiahumanities.org/schedule)) in order to get a feel for how we write descriptions about individual Festival programs. Then, create your own dream program using three titles selected from the *Publishers Weekly* curated list of books to be released in Fall 2019 ([publishersweekly.com/pw/by-topic/new-titles/adult-announcements/article/80517-fall-2019-adult-announcements.html](http://publishersweekly.com/pw/by-topic/new-titles/adult-announcements/article/80517-fall-2019-adult-announcements.html)) and draft a program description for it, including titles and quotes, author names, genre, program blurb, and potential community partners.
  2. Choose two programs (in different genres) from the 2019 Festival schedule ([vabook19.virginiahumanities.org/schedule](http://vabook19.virginiahumanities.org/schedule)) and write three social media posts to promote each program (one each for Twitter, Instagram, and Facebook, including an image or proposed video/animation for each post).
  3. The Festival’s Lit Fair ([vabook.org/lit-fair/](http://vabook.org/lit-fair/)) is planned for Saturday, March 21. Create a list of potential exhibitors to invite to participate, including two regional non-profits, two student groups (at UVA or PVCC), and two businesses or small publishers you would reach out to and tell us why (1-2 sentences for each). Then, write a brief (2-3 paragraphs) invitation to send via email.

## About the Virginia Festival of the Book

A signature program of Virginia Humanities and the Virginia Center for the Book, the annual Virginia Festival of the Book brings readers and writers together in Charlottesville for a five-day program of mostly free events including author readings, book signings, panel discussions, programs for children, and more. **The 26th annual Festival will be held March 18-22, 2020**. The Festival has consistently attracted audiences of more than 20,000 from more than forty states each spring, with an estimated local economic impact of \$4 million annually. **To learn more, visit [VaBook.org](http://VaBook.org).**