

**Job Title:** Marketing/Communications Fellow  
**Department:** Marketing/Communications & Sales  
**Reports to:** Vice President of Marketing & Communications

**Position Overview:**

The paid fellowship will include hands-on experience in arts administration, with additional learning opportunities focused around arts leadership, especially as it relates to the unique challenges faced by people of color within historically white-led institutions. Based on each fellow’s interests and the organization’s needs, the fellow will be assigned to a department and fulfill necessary job functions, working beyond the scope of a typical internship. Each fellow will be assigned a mentor who will serve as a leadership coach during the length of the program. Additionally, the fellow will have one-on-one time with department directors to gain essential knowledge from each facet of arts administration.

This cohort will work together to learn, engage, and traverse boundaries that often silo performing arts organizations. Fellows will meet with local arts leaders to explore the opportunities and challenges facing arts organizations. To support peer-to-peer learning, the cohort will gather regularly to share experiences.

**LEARNING OBJECTIVES:**

At the end of the fellowship term, the fellow will have learned:

- Introductory understanding of nonprofit marketing & communications as a career as well as the basics of how to develop a marketing campaign, pitch stories to the media and launch a new Symphony season
- Knowledge of the everyday workings of a nonprofit including an understanding of a professional office environment

The fellow will walk away with a portfolio of completed projects to use as examples of work experience in future job searches.

**PRIMARY WORK EXPECTATIONS:**

- Assist the Marketing department in preparation for the Seattle Symphony season including creating media plans; creating content for brochures and online campaigns; writing marketing and public relations copy; organizing sample files; developing scheduling documents; and preparing guest artist files, concert planning documents, and Seattle Symphony publications.
- Co-lead the rebranding of the Young Professionals/Student ticketing programs by assisting with audience research projects, creating new marketing plans based on this research and relaunching the program for the 22/23 Symphony Season.
- Assist the Communications team with a launch for Seattle Symphony Media (SSM), the SSO’s inhouse recording label. Fellows will work with the SSM team to launch an upcoming CD, working from beginning to end of the production process from audio & material production to media coordination and retail sales plans.
- Provide additional departmental support as needed.