

# Levitt Pavilion Los Angeles

## Internship Opportunity Announcement

**TITLE:** Summer Marketing Intern, Levitt Pavilion Los Angeles (Levitt LA)

**LOCATION:** Echo Park, Los Angeles, CA

**TIME COMMITMENT:** Part-Time (16-24 hours/week for 10 weeks)

**APPLICATION DEADLINE:** April 15, 2019

**INTERNSHIP DATES:** 10 consecutive weeks (ideally starting mid-May)

**REPORTS TO:** Director of Marketing & Communications

**COMPENSATION:** Honorarium, up to \$2,500 (determined by time commitment); College credit possible, please check with your academic advisor to make arrangements

### **Position Overview:**

Do you love music? Are you well versed in social media and love creating original content? If you want to gain hands-on PR and marketing experience promoting free, festival-style outdoor concerts, **apply today to intern and become our Summer Marketing Intern!**

The Communications Department shapes the branding, marketing and PR landscape for Levitt Pavilion Los Angeles, the Summer Marketing Intern will help market the 50 free concerts taking place this summer at Levitt Pavilion Los Angeles (Levitt LA) in MacArthur Park, promoting and reporting on the series; attending concerts to collect engaging, on-the-ground brand-building content to populate Levitt LA's website, blog and social media platforms; tracking Levitt LA media coverage; and potentially authoring up to three blog pieces on the national Levitt blog, *reVerb*.

### **Levitt Pavilion Los Angeles:**

- Ensures free access to exceptional live music and family-friendly entertainment for people of all backgrounds and circumstances
- Provides a welcoming, fun and safe community gathering place open to all
- Brings consistent, positive energy to MacArthur Park every summer
- Supports the livelihood of professional musicians
- Connects diverse populations as a fully bilingual (English/Spanish) music venue

### **Responsibilities:**

- Attend a minimum of 8-10 Levitt LA concerts in the evenings, capturing original photos and video clips that illustrate the diverse energy onstage and across the lawn, fueling content creation for Levitt LA's various social media platforms

- Identify, secure, create, submit and track calendar listing placements in local media outlets
- Assist in the creation of copy and identify music beds for radio ads promoting upcoming concerts
- Support the creation of digital ads/web banners, advertising upcoming concerts
- Help monitor social media performance—collecting and compiling analytics to illustrate correlations between content, publishing strategy and budget
- Track media coverage of Levitt LA and MacArthur Park
- Help identify and create engaging brand-building content to populate Levitt LA’s various social media platforms; creating custom graphics and video recaps, as needed
- Support the creation of weekly e-blasts promoting each week’s upcoming shows
- Create compelling customized hero image graphics weekly for Levitt LA homepage to promote upcoming concerts
- Regularly publish original content on Levitt LA website to generate excitement surrounding upcoming concerts—including artist Q & A’s, artist trivia and other promo posts—and celebrate the success of recent concerts
- Support development and maintenance of Levitt LA photography archive
- Author up to three blog posts about music, arts access, and/or creative placemaking-related stories tailored to your specific interests for national Levitt blog, *reVerb*
- Perform other related duties, as assigned

**Qualifications:**

- Must currently be enrolled in college/university as a junior or senior, a recent graduate, or have a displayed interest in pursuing this career path
- Preferably pursuing a degree in Communications, Marketing, Music Business/Industry or Nonprofit/Arts Administration
- Some experience in graphic design, video editing and/or photography, a plus
- Well-versed and current in social media platforms, tools and trends
- Excellent writing and communications skills
- Strong attention to detail
- Passion for Levitt’s mission
- Bilingual in English and Spanish, a plus
- Must have valid CA driver’s license, insurance, and automobile to use during working hours; mileage and parking will be reimbursed by Levitt Foundation on a monthly basis

**Organization Overview:**

The mission of Levitt Pavilion Los Angeles is to make live music accessible to all, creating stronger and more connected communities while celebrating the diversity of our city and beyond. Every summer, 50 FREE concerts are presented at the Levitt Pavilion, featuring acclaimed, emerging talent to seasoned, award-winning performers in a broad range of music genres.

Each summer, over 60,000 people of all ages and backgrounds gather on the lawn in historic MacArthur Park to enjoy free, live music under the stars. Programming is designed to appeal to all tastes, attracting people from all walks of life to come together for a shared evening of great music. As music fills the park, so do families, friends, and Angelenos from throughout the city. Since 2007, over 500,000 people have gathered in MacArthur Park to enjoy the free concerts, cultural celebrations and family-friendly atmosphere offered at the Levitt Pavilion!

**Application Submission**

Email cover letter, resume and writing sample to [search@levittlosangeles.org](mailto:search@levittlosangeles.org), including “Levitt LA Summer Marketing Intern” in the subject line.

To learn more about Levitt Pavilion Los Angeles, visit [levittlosangeles.org](http://levittlosangeles.org).