

**Age & Opportunity**

# Bealtaine Festival

Celebrating the arts and creativity as we age

## Bealtaine Festival Internship – Social Media/Administrator

### Internship

Age & Opportunity's Bealtaine Festival is looking for a Social Media/Administrator intern to be part of the Festival Team 2018. The intern will play an important role in supporting the 2018 Festival.

### What's in it for you?

We are keen to support the professional development of our interns; an internship with the Bealtaine Festival will provide unique opportunities to be involved in a successful collaborative festival. Specifically you will have an opportunity to:

- Utilise your skills as well as learn and develop new skills.
- Interact and network with a wide variety of people.
- Travel to and attend events across Dublin and surrounding counties.
- Learn about issues concerning older people.

***Attendance at all performances/events will be free and expenses covered.***

### Specific intern responsibilities

The responsibilities may vary depending on the educational background and training of the intern but would primarily be to support the festival administration and help implement the marketing and social media campaign drawn up by the Festival Team, and overseen by the PR, Communications and Marketing Manager.

- To assist with and maintain the festival's social media accounts, primarily facebook and twitter.
- To populate the festival's vimeo, soundcloud, flickr and instagram accounts when applicable.
- To liaise with local and regional groups on their plans for Bealtaine and the gathering of information from these groups in order to feed in to a nationwide PR campaign which is overseen by the festival team and managed by the PR, Communications and Marketing Manager.
- To assist with local as well as national radio coverage, and assist with writing press releases when needed by the partner organisations, with approval from the PR, Marketing and Communications Manager.
- To update the Festival web site.
- To assist with the distribution of festival promotional material.
- To assist with the gathering of data for the festival evaluation of media and PR coverage.
- To be a point of contact in the Age & Opportunity festival office and respond to enquiries from the public and direct people to local and national Bealtaine events.
- To respond to requests for information from the public and maintain a record of all such calls, keeping sufficiently up to date with the curated programme in order to be an informed first point of contact for the public.
- To assist with the monitoring and updating of the Age & Opportunity data base of contacts on an ongoing basis.

### General responsibilities

We expect interns to follow the procedures outlined in Age & Opportunity's Procedures manual, take part in reviews of performance, work in an organised way, provide adequate reporting, meet deadlines and ensure clear communication of work. General administrative support to the Festival Team would be required. This

could include updating databases and filing systems, assisting with email campaigns and mail-outs, assisting with distribution of invites and launch events, distribution and archival of printed materials; communications and general administration.

### **Reporting Duties**

The intern will in general report to the Arts and Culture Coordinator. The intern will liaise with and report to the PR, Communications and Marketing Manager on all communications and social media.

### **Requirements**

- A third-level qualification which relates to one the following: Social Media/PR/Marketing; Event Management; Arts Administration; Arts Management; Cultural Policy; Heritage or Charity Sector.
- Excellent research, communication and organisational skills.
- Experience with Microsoft office, excel, word and outlook.
- High level of IT competence and social media knowledge.
- Commitment to the Bealtaine vision and work of Age & Opportunity.
- Ability to work as part of a team, a friendly open manner
- An understanding of the Arts Sector and/or not-for-profit sector in Ireland.
- Personally focused to ensure delivery of high standards of work.
- Ability to work in an organised manner.

**Time Commitment ;** We require interns to be available for a minimum of 16 hours a week. The internship is for a period of 12 – 16 weeks and will take place at some point between Jan and June 2017 depending on the skill-set of the intern.

**Location:** Age & Opportunity's offices are in the Marino Institute of Education in Dublin. Travel around the city may be required as may intercity travel.

**How to apply: Please note that this is an unpaid internship:** Please send your CV with a covering letter explaining why you would like to this internship to Karen Hennessy, Arts and Culture Coordinator, Age and Opportunity. Email: [Karen.hennessy@ageandopportunity.ie](mailto:Karen.hennessy@ageandopportunity.ie)

Marking the subject header: ***Bealtaine Festival Internship*** Deadline: **5pm, 15 December 2017**

**Proposed interview Date: 20 December 2017**

### **Further information**

**Age & Opportunity** Age & Opportunity is the national organisation that inspires everyone to reach their full potential as they age. Age & Opportunity's mission is to inspire and empower older people to live healthy and fulfilling lives and to influence policy to ensure the active participation of older people in ways that benefit our communities and wider society. The Bealtaine festival of creativity for older people is at the centre of Age and Opportunity's arts and culture programme.. [www.ageandopportunity.ie](http://www.ageandopportunity.ie)

**The Bealtaine Festival** Bealtaine is Ireland's national festival celebrating the arts and creativity in older age that takes place each May. The Bealtaine festival is 23 years old in 2018 and is increasingly recognised as a major innovator in the area of creativity and older people globally. Bealtaine is the world's first festival celebrating the arts as we age. In addition to nurturing older and intergenerational audiences, the festival showcases the talents and skills of both established and first-time older artists and performers, promoting access to theatre, film, music, dance, the visual arts, and storytelling (amongst others). It is one of Ireland's biggest arts festivals and Ireland's largest co-operative arts festival. As such, the festival works on a model of collaboration and partnership across sectors and art forms. [www.bealtaine.ie](http://www.bealtaine.ie)

***The Bealtaine Festival is funded by the Arts Council/An Chomhairle Ealaíon and made possible through its many supporters nationwide.***