

CHELTENHAM FESTIVALS



2010 Press and PR Internship with Cheltenham Festivals

This is a fabulous opportunity to join our busy cross-festival marketing department supporting the Press and PR Manager in the effective delivery of marketing and public relations activity for Cheltenham Festivals, making the maximum use of a range of offline and online communication tools as appropriate. This post is responsible for supporting the Press and PR Manager in maximising press coverage in order to achieve box office targets for each festival. This will involve work on press releases, fielding calls from journalists & helping to co-ordinate press attendance at the various festivals.

The job involves personal, written and telephone contact with a wide range of external outlets, requiring a confident communicator with good organisational skills. Other essential attributes include competent IT skills, a talent for written communication, a good phone manner and ideally an interest in the arts.

The type of tasks that this internship will involve are outlined below:

Co-ordinating press attendance at festivals

- Assist the Press and PR Manager in administering press review tickets and creating press packs for the festivals
- Respond promptly to brochure requests and lead on bulk press mailings at the stage of brochure release.

Press office

- Keep a record of up to date press coverage and input the results into the department's Media Report.
- Assist the Press and PR Manager in responding promptly to press enquiries and image requests.
- Draft press releases and media copy as requested
- Assist w/ the upkeep of the image media library
- Assist CF Press & Marketing team in the general running of the department as a proactive member of the marketing team, supporting CF's identity and reputation at all times.

During Festival time

- Work with the Press and PR Manager to ensure the smooth running of media activity at festivals, with particular responsibility for on site photography

This is a unique opportunity to be part of a professional arts organisation with particular emphasis on sharing ideas, learning and developing best practice within a dynamic Press, PR and Marketing environment.