



CCWD MEDIA & ARCHIVE INTERNSHIP

About Northwest Folklife and the CCWD:

Since 1972, Northwest Folklife (NWFL) has been creating opportunities for all to celebrate, share, and participate in the evolving cultural traditions of the Pacific Northwest. Since 2020, the CCWD (Cultural & Creative Workforce Development Program) has been integral to the City of Seattle's inclusive creative economy strategy, offering paid career development experiences rooted in the foundational aspects of culture and creativity; working on a strengths-based, paradigm shifting platform for artists, creatives, and culture bearers to foster the potential they bring to any workplace.

Northwest Folklife (NWFL), in partnership with the Office of Economic Development (OED) and the Office of Arts & Culture (ARTS), collaborates with a diverse ecosystem of individual artists, culture bearers, cultural organizations, small businesses, entrepreneurs, and community organizers across the Pacific Northwest to provide culturally responsive, career development as well as a community-led program focused on equitable recovery and systemic transformation through the Creative Economy.

The intentional and robust support of the creative and cultural sector is a forward-thinking urban growth strategy which interrupts historical patterns of cultural divestment, displacement, and erasure.

An internship at Northwest Folklife will provide the experience you need to move into a career in arts programming, event coordination, festival production, marketing, or related fields. Interns take on a vital role in executing year-round programs, including the Northwest Folklife Festival – the largest community powered arts festival in the region.

Before You Apply:

- Start and end dates, hours and days per week are somewhat flexible and will be approved by the site supervisor, Development & Communications Lead, Kenya Shakoor. Availability for staff and departmental meetings is very important
- All applicants must be able to commit to working all days of Memorial Day weekend, (May 26-29th, 2023) *NO EXCEPTIONS*
- It is understood that March – May are peak months for Northwest Folklife Festival and additional hours may be worked during this period of time. Scheduling will be negotiated with your site supervisor
- Academic credit for internships must be arranged by the intern with their sponsoring institution. Hours and duties can be verified by the site supervisor. Academic credit is up to the discretion of the intern's college or university

Overview & Purpose:

The CCWD Media & Archive Intern develops content and strategies, showcasing work of a broad sphere of culture bearers, artists and artisans, across various digital platforms. This position will also work on digitizing and organizing NWFL's considerable library of historic assets into an online archive, increasing accessibility to and engagement with these important cultural chronicles.

REPORTS TO:	Kenya Shakoor + CCWD Program Manager (NWFL)
HOURS:	15-20 Hours/Week (March 2023 – August 2023)
COMPENSATION:	\$19.00 per hour

This internship is designed to be 6 months, though extensions may be possible and must be discussed with the site supervisor and the CCWD Program Manager. Scheduling for this position is negotiated with the NWFL site supervisor. NWFL work hours: Monday thru Friday, 9am- 5pm with some weekend or evening hours for events.

Responsibilities & Duties:

- Explore and develop content strategies that showcase the artistic assets in NWFL archival media and informs the generation of new media content
- Edit video content and build available libraries in YouTube and the NWFL web archive
- Organize and catalogue historic media and assets; digitize content for upload to online platforms
- Assess [Community Coordinator](#) webpage profiles; research and update information; create relevant links
- Create graphics and media on NWFL programs and resources for posting on socials, e-news and other communications/marketing platforms
- Support management of social media calendar and scheduling of content on Sprout; research algorithms that generate quality traffic on various platforms (Facebook, Twitter, Instagram, Twitch, YouTube)
- Support finding resources (articles, educational or funding opportunities, events, etc.) to post which highlight the work of partner and values-aligned organizations
- Create reusable graphics templates and assist with building digital asset library
- Explore emerging social media strategies and inclusive digital marketing ideas that drive engagement with diverse audiences
- Identify and network with digital influencers that might engage with our programs and campaigns
- Support data gathering and analysis of reports that track performance and inform improvements in communications & marketing strategy

Cultural & Creative Workforce Development (CCWD) Program Responsibilities:

- Complete CCWD internship experience surveys
- Attend individual and program check-ins (In-person or virtual, usually one hour every other week)
- Participate in CCWD activities, networking, and team projects

Desired Qualifications, Skills and Traits:

- Strong written and verbal communications
- Organizational skills and attention to detail
- Ability to connect/contextualize details to “bigger picture” plans and concepts
- Ability to work as a part of a fast-moving team
- Ability to work on multiple projects concurrently
- Proactive and attentive participation in all meetings
- Moving between tasks and undertaking unfamiliar tasks both independently and within groups
- Open to receiving from and giving constructive feedback to team members
- Basic working knowledge of Word, Excel, Outlook, and Databases
- Knowledge of or experience with cultural arts in the Pacific Northwest a plus
- Ability to show grace and humility under pressure
- A healthy sense of humor

Learning Outcomes:

- Builds and maintains sustainable relationships with performers and participants through interactive and personal relations communication
- Develop an understanding of event production by coordinating and collaborating with staff from Programs, Production, Development & Communications, Sponsorship, Volunteer Engagement and Finance Teams
- Create and compile technical requirement books for Stage Managers and Sound Managers (an essential skill for anyone interested in a programming career)
- Gain and develop networking skills - make connections with artists, performers, sponsors, and production team
- Increase design and marketing skills through creation and collaboration
- Understand specific design requirements of campaigns and to promote partners by working on projects in a marketing plan
- Understand and use best practices in design for and community-centered audience engagement in a variety of mediums including social media. web. and some print

Applications will be reviewed as they are submitted. Interviews will begin in late March 2023. Position is open until filled.

Do not hesitate to apply or reach out if you have concerns about skill level with the above listed responsibilities. There is room to develop skills within this internship. Please email internships@nwfolklife.org for any questions.

HOW TO APPLY:

- **Please submit a statement of intent (1-2 paragraphs) which includes:**
 - Your interest in creative careers and skills
 - Who you are, and how you think this internship will help you
 - What is most exciting to you about taking part in this internship
- **Attach your resume, CV or a list of relevant experiences as a PDF.**
- **Please submit materials to internships@nwfolklife.org**
- **SUBJECT LINE: Media & Archive Internship**
- Resume and cover letter are welcome, but not required to apply
- If hired, candidates will need to complete the US I-9, provide relevant identification and provide other employment documentation to Northwest Folklife

All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, or any other protected classification, in accordance with applicable federal, state, and local laws. By applying for this position, you are seeking to join a team of hardworking people dedicated to consistently delivering outstanding service to accomplish Northwest Folklife's vision and mission. Equal access to programs, services, and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative. Northwest Folklife is a 501(c)(3) nonprofit organization.