

Antlers & Acorns, The Boone Songwriters Festival September 4-9, 2023

Held for one week each September in Boone, North Carolina, Antlers & Acorns brings gifted songwriters and music lovers to the beautiful Blue Ridge Mountains for a weeklong creative celebration of Americana music.



The festival's organizers seek interns from several areas of communication to help orchestrate the event in the following ways:

- Improve local/regional awareness of the festival
- Increase ticket sales and participation
- Secure earned media in both print and broadcast
- Create ads for print/broadcast/social media
- Increase and improve communication through Direct Email
- Secure quality items for Artist's Swag Bags
- Direct marketing to Parents of ASU Students
- Create and orchestrate #takethebuswithus sustainable public transportation campaign
- Improve direct communication with songwriters and musicians in festival
- Identify hotel partners, create and promote packages
- Identify Outdoor Activity Partners, create and promote packages
- Create and orchestrate Welcome Team for each venue during festival
- Create and orchestrate Marketplace Team during festival

Qualifications

- Excellent communication skills
- Critical thinking skills and adaptability
- Attention to detail and organizational skills
- Team and leadership skills
- Technical skills appropriate for the position, including writing, audio/video production and/or advertising/marketing

Benefits

Music festival production experience and tickets to the festival's shows at the Appalachian Theatre.

Schedule

Flexible and tracked/documented to meet the University's requirements for internship credit.

Contact

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