

Lucknow's Music In The Fields – Street Team Internship

Location: Ontario – Street Team members needed from all major-markets across Ontario!

One of Ontario's largest country music festivals is looking for an enthusiastic, motivated, passionate, fun, energetic, dedicated and personable individual to join our Summer Street Team this year!

If you love music, being involved and gaining hands on marketing and promotions experience, this is the position for you!

Job Description:

As a member of our *Music In The Fields* Street Team, you will be responsible for spreading the word about the upcoming festival by interacting with fans at local events in your community. Using the promotional training and tools provided by *Music In The Fields*, Street Team members are responsible for acting as brand ambassadors by sharing festival information. Duties may include, but are not limited to, interacting with fans, handing out promotional items, taking photos, administering surveys, and developing content for our social media outlets. Street Team members will also be responsible for managing the 'Kids' Club' program, along with additional on-site marketing initiatives as directed by the Committee.

Participating as a member of our Street Team is a great way to gain experience in marketing and promotions, while enjoying the benefits of being involved in a two-day country music festival.

Commitment Details:

The *Music In The Fields* Street Team members are responsible for seeking out two local events in their geographic region each month. Once your supervisor approves these events, you will spend four hours at these events promoting *Music In The Fields*. Street Team members may work in teams of two, and the four hours twice a month can be split up accordingly, as long as your supervisor approves this.

The Street Team members must attend a MANDATORY training session – TBD.

The Street Team members will begin working their bi-monthly events beginning in May, and will continue until August 2017. Street Team members will also be expected to work in a promotional capacity for a minimum of 4 hours per day at the *2017 Lucknow's Music In The Fields Festival*. Street Team members will also be responsible for assisting with social media content generation and Kids' Club management, which may include 5-10 additional hours per month.

*Any scheduling conflicts must be approved by your supervisor prior to the above-noted dates

*Please note: A vehicle is not mandatory, but may be required for transportation to and from certain events

Assets:

Street Team members must be social, outgoing and high-energy, in addition to possessing an enthusiasm and commitment to *Music In The Fields*! A love of country music is not a must, but it is a definite asset!

Compensation:

Please note that this internship is unpaid, however, there are several perks that are provided to our Street Team members:

- Free pass to the *2017 Lucknow's Music In The Fields Festival*
- Free campsite for the *2017 Lucknow's Music In The Fields Festival*
- Meet-and-greet passes with an artist at the *2017 Lucknow's Music In The Fields Festival*
- Backstage catering for the weekend of the festival
- The ability to develop music-industry contacts
- Internship course credit (if applicable/approved by institution)
- Letter of recommendation for portfolio (if applicable)
- *Music In The Fields* Street Team merchandise

Application Details and Deadlines:

To apply for this position, please send your resume and cover letter to Patrice Whiffen at streetteam@musicinthefields.ca no later than Friday April 28, 2017. Applicants deemed appropriate for the role will be contacted by May 5, 2017, and phone interviews will be conducted from May 8 – May 12, 2017.

With your resume and cover letter, please indicate which geographic region you are applying to cover: Kitchener/Waterloo, London (Greater London Area), Greater Toronto Area, Huron-Kinloss, Hamilton (Greater Hamilton Area), Other (Please Specify).

Thank you for your interest in joining our team!