

Virginia Arts Festival Marketing & Public Relations Intern

Reports to: Marketing Department

Virginia Arts Festival is seeking an outgoing, dependable, and enthusiastic Marketing & Public Relations Intern to support our marketing team through hands-on event marketing, community outreach, and audience engagement. This internship is ideal for someone who enjoys interacting with people, representing an organization in the community, increase ticket sales, and helping create memorable experiences at live events.

Interns will also gain firsthand experience in how the performing arts drive tourism, support local businesses, and contribute to the cultural and economic vitality of the Hampton Roads region. Flexible hours are available each semester, with opportunities for professional development, networking, and attendance at Festival performances.

Responsibilities

- Represent Virginia Arts Festival at performances, festivals, and community events.
- Staff marketing tables and serve as a welcoming front-of-house ambassador at Festival events.
- Build relationships with community partners and help expand the Festival's presence throughout Hampton Roads.
- Assist with outreach efforts, including distributing promotional materials and identifying community engagement opportunities.
- Support street team activities across Hampton Roads (mileage reimbursed).
- Participate in weekly marketing meetings and assist with event planning and promotional activities.
- Provide support for marketing campaigns, promotions, and other department projects as needed.
- Assist with basic social media content, email marketing, and promotional materials as opportunities arise.

Qualifications

- Current undergraduate student or recent graduate in marketing, communications, public relations, arts administration, or a related field.
- Friendly, outgoing, and comfortable engaging with the public.
- Interest in the performing arts and community engagement.
- Knowledge of Hampton Roads and reliable transportation.
- Strong communication and organizational skills.
- Experience with Microsoft Office required; Adobe Creative Suite, Canva, photography, or video editing is a plus.

Perks

- Complimentary tickets to Festival performances (based on availability).

- Professional development and networking opportunities.
- Experience working alongside a professional arts marketing team.
- Opportunities to attend community meetings and local networking events.
- Resume and portfolio-building experience with meaningful, hands-on marketing responsibilities.

To apply, email your resume and cover letter to **Alli Pereira, Director of Public Relations**, at apereira@vafest.org.

If this internship fulfills a course requirement, please note that in your cover letter. No phone calls please.