

# Edge Fest Intern Program

## Job Description & Details

### EDGE FEST INTERNSHIP

Edge Fest is looking for 8 high school students in Cheyenne to serve as INFLUENCER INTERNS (social media) to help promote their upcoming concert on August 24th, 2024.

This part-time, paid internship gives you a chance to experience what it's like to work in advertising, social media, music promotion, and marketing. As a group, you'll contribute to reaching Cheyenne high school students about a FREE concert they don't want to miss!

Along the way, members of Edge Fest and Warehouse 21 will share behind-the-scenes information on how we approach marketing campaigns and event promotion—from selecting musical artists, to developing ads and social content, to determining the media buy, and more!

Together, we'll identify the best, most engaging ways to promote the concert, the artists, the food, the vendors, and the backstory of the West Edge District!

**Duration:** July 31st - August 28th (Estimated 3 hrs per week)

- Requires a 1-hr weekly group meeting, on Wednesdays from 5:30 - 6:30 pm
- Flexible hours
- One final meeting after the event to report on all efforts

**Compensation:** \$300 paid as a freelance contract and a signed poster. Plus, a Media Pass for you and a VIP pass for a friend to the concert!

**Duties:** Working closely with the Edge Fest Marketing & Advertising Strategic Planning Chair (aka, person in charge of marketing), all interns will be expected to use their own social channels to create and post content to build interest in and engagement with the event.

Specifically, intern responsibilities will include:

- Learning about and understanding the Edge Fest brand
- Developing social content to promote Edge Fest to other Cheyenne high school students
- Identifying strategies to grow RSVPs and attendance of the concert, as well as influencing his/her peer network to share content
- Attending a weekly meeting (which will include brainstorm sessions, content development sessions, discussion of strategies, etc.)
- Attending Edge Fest 2024 (Aug 24th)
  - Post final promotional and live content
- Reporting on all individual efforts

Throughout the process, all interns will receive ongoing support from key members of the Edge Fest team—we're here to help you think about and explore your ideas along the way!

Interns will have access to the Warehouse 21 headquarters during the internship to work and brainstorm as they would like.

Interns agree to let Edge Fest use any content they create as well as agree to Edge Fest using photos and video taken of them during the program for promotional purposes. Interns also agree to Edge Fest tagging them in any relevant photos and posts.

**Qualifications:** An ideal candidate will have a large following of fellow students and stakeholders on their own personal social channels, and be interested in a career in Advertising, Social Media, Music Promotion, or Marketing.

We are looking for high schoolers with the ability to create content that their peers pay attention to, and that ultimately motivates them to engage. Someone with an interest in music, a creative approach to developing content, a commitment to deadlines, and a desire to try new things would fit in well.

**About:** This annual concert brings in some of the biggest musical acts in the US and is known for finding talent on the rise. The event also includes the best food trucks and vendors Cheyenne has to offer. The festival remains free as a gift to the people of Cheyenne, made possible by the generous contributions of private and public sector sponsorships and a fleet of committed committee members and volunteers. Edge Fest is the largest free outdoor concert in Wyoming. It was established in 2014 to shine a light on the developing West Edge District of Downtown Cheyenne, and happens on the last Saturday of August every year. This will be the final year that this opportunity exists, as the Edge Fest outdoor music festival as we know it is sunsetting. You can read more about what the future holds for us [here](#).

Edge Fest was started by Warehouse 21, and is operated by the Big Eight Foundation 501(c)(3).