



## Marketing Internship Position Description

### Organization Background

The mission of [Crescendo Academy of Music](#) is to provide individualized music instruction in a positive and supportive atmosphere to all persons regardless of age, ability, or income. It is a 33-year-old non-profit community music school located on the lower level of the Epic Center in downtown Kalamazoo. Crescendo is passionate about this work because of the transformative potential of music to bring about personal growth, joy, and satisfaction. We achieve this mission by providing in-person and virtual, private and group instruction from highly qualified teaching artists to over 350 students in Southwest Michigan and beyond. The Academy offers performance opportunities; ensembles; three levels of Music Together® (Mixed-Ages, Babies, and Rhythm Kids), a nationally recognized early childhood program; and Community Voices, a program for teens and adults with intellectual disabilities. Together with the Kalamazoo Symphony Orchestra, Crescendo offers [Marvelous Music](#), a program for over 550 preschool children in Head Start, Great Start Readiness Programs, and other underserved preschool classrooms in the Kalamazoo area.

### Duties and Responsibilities

Exact duties will be determined by Crescendo Academy of Music staff and the intern, allowing for a project that will be beneficial to Crescendo and support the learning goals of the candidate. Projects may include: conducting a SWOT (Strength, Weakness, Opportunity, Threat) analysis, review of current printed and online materials, creation of new marketing materials, development of a social media content calendar, assist in the creation of a marketing plan, photography, graphic design, and more. While much of this work can be done remotely, some on-site work will be required.

### Desired Skills and Qualifications

The interested candidate should be a college student or recent graduate studying marketing, communications, non-profit administration, arts administration, or a related field.

The ideal candidate will possess

- excellent verbal and written communication skills
- experience with social media platforms, especially Facebook and Instagram
- strong proofreading ability
- attention to detail
- proficiency with Microsoft Office and Google suite products.

Additional skills that are highly valued

- graphic design experience (current software in use: Adobe products, Canva)
- photography/videography
- experience working in a non-profit setting.
- knowledge of music
- experience working with a diverse clientele

**Schedule**

The schedule is flexible; generally, 6-8 hours per week, split between on-site and remote work. The final schedule will be mutually agreed upon with the intern and supervisor.

**Compensation**

This position comes with a stipend. The amount of the stipend will be determined by the supervisor based on the scope of the proposed work prior to the beginning of the project. College credit may also be available.

**To Apply**

Send cover letter and resume or CV by **April 22, 2022** to [april@crescendoacademy.com](mailto:april@crescendoacademy.com) or to

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