

JOB TITLE: A Far Cry Internship (part-time, flexible hours)

ABOUT THE ORGANIZATION

A Far Cry stands at the forefront of an exciting new generation in classical music. The 18-member string ensemble is a Grammy-nominated, self-conducted orchestra that operates as a democracy. Decisions are made collectively and leadership rotates among the players (Criers). Its mission is to ignite a love for music and utilize its power to bring people together locally and across the globe. Its vision is a world that listens. Learn more at www.afarcry.org.



ABOUT THE POSITION

The AFC Intern is integral to the A Far Cry team, providing vital support to a small but growing administrative staff in areas such as marketing, development, box office, and artistic production and operations. The AFC Intern joins the organization at the end of its second decade, an exciting new era of capacity-building and staff professionalization, and will have the opportunity to work closely with musicians and staff to contribute to this period of growth.

Start Date:	February 22, 2024 or shortly thereafter
Hours:	Estimated 10 hours per week, with optional additional hours
Compensation:	\$15 per hour

JOB DESCRIPTION

The percentages outlined below represent the estimated allocation of time that will be spent across different work areas. Generally, interns will focus on projects each week based on the cadence of A Far Cry event planning, announcements, and campaign cycles. Some projects may be ongoing while others may be task-oriented or short-term. Interns will be invited to attend relevant staff, Crier, and Board committee meetings pertaining to their work. Where there is enthusiasm in a particular work area, percentages can be somewhat flexible.

Development (40%)

- Assist the planning and implementation of donor cultivation events
- Assist with Major Giving Program implementation and data analysis
- Conduct grants and foundation research and application/report planning
- Proofread/edit and develop language for letters and related materials

Marketing (40%)

- Draft copy for season announcement, events, and newsworthy items
- Produce select event publications (season brochure, digital concert programs, program books)
- Assist with social media and other digital communications, including content creation and capture
- Research and coordinate paid advertising opportunities
- Distribute and analyze audience feedback surveys and sales initiatives

Production (15%)

- Assist with music library research/quotes as well as production-oriented score analysis
- Assist in concert logistics for current and next season including creation of musician-facing production materials and venues research/inquiries

General (5%)

- Provide Box Office support by responding to inquiries from ticket buyers and subscribers
- On-the-ground event support for concert productions, donor events, and other as schedule allows
- Other duties and special projects as assigned

To apply, please contact Kiyoshi Hayashi at kh8115@necmusic.edu. Interviews with New England Conservatory and A Far Cry staff will take place in two rounds the weeks of January 29 and February 5, 2024, respectively.

Spring 2024 at A Far Cry...

The following outlines some of A Far Cry's current major priorities. Intern projects will support and intersect with these exciting organizational initiatives.

Fundraising and Development

Major Giving Program

In October of 2023, A Far Cry launched its first ever Major Giving Program, a patron program designed to encourage new and increased individual giving. We are in an exciting moment in our organization's history, moving from a basic routine fundraising schedule to developing a major giving strategy. The implementation of this new program includes curating exclusive donor events, coordinating and tracking donor benefits, and analyzing individual giving data. As part of this work, the intern will interface with members of the A Far Cry Board, Staff, and Criers in planning and strategy meetings.

Special Events

Stradivari Serenade - a special fundraiser concert featuring the Criers playing rare instruments from Cremona - will reprise at long last on March 29, 2024 after its 2020 debut. Participate in event planning (including show flow, vendor outreach, and design collateral) and sponsorship program planning, tracking, and communications (both individual and corporate)

A Far Cry's *Spring Soiree* is its annual gala, currently slated for May 1, 2024. Participate in event planning, including the theme/messaging, show flow, and auction development.

Marketing

Season Planning & Brand/Communications Strategy

A Far Cry has entered a phase of review and renewal coming out of the pandemic, exploring important questions about how our current audience perceives us and how our operations/productions need to evolve to reach new audiences. Working with consultant Alan Brown of WolfBrown, the Criers and Staff are engaging in a process that examines the different creative impulses for artistic programming from across the group and explores new ways of organizing those impulses into branded product lines geared toward specific audience segments. As the organization undertakes this vital work and determines how product lines will impact our short-term (next season) plans and future output, participate in planning and strategy meetings as a thought partner to staff and Criers, and help support the development of new brand messaging/communications for A Far Cry.

Audience Development Strategy

A Far Cry continues to make investments in Marketing as a main priority in its second Strategic Plan. This included the hire of a part-time Marketing Coordinator in February 2023 to oversee Social Media and Communications for the organization. Since then, AFC has devoted resources to new marketing initiatives geared toward growing its audience. This includes investing in paid advertising (i.e. radio, social media, print) as well as audience acquisition and retention campaigns. Participate in research/analysis and implementation of new initiatives to help A Far Cry further develop its broader audience growth strategy.

Production

Future Planning & Experimentation

As the organization develops new patron programming and explores changes to its artistic programming and operations, A Far Cry productions may evolve to require alternate production formats, venues, and needs to support operations. Participate in the research and planning that will support new theories and help determine timeline and implementation of new pilots.