



northern.lights.mn

<http://northern.lights.mn>

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Northern Spark 2019 Apprentice Program

Northern Lights supports artists in the creation and presentation of art in the public sphere, focusing on innovative uses of technology to imagine new interactions between audience, artwork and place and explore expanded possibilities for civic engagement.

Our largest program is Northern Spark, a free, annual, late-night, multidisciplinary arts festival that takes place in June and draws tens of thousands of Minnesotans each year. In collaboration with arts organizations and community partners, we turn the city into a surprising arts experience. For more information about Northern Lights.mn, visit our website: <http://northern.lights.mn/>. For more information about Northern Spark, visit northernspark.org

In 2019 Northern Spark takes place in three neighborhoods: [Downtown East \(Minneapolis\) in The Commons](#), [American Indian Cultural Corridor \(Minneapolis\) along Franklin Ave.](#), and [Rondo \(St. Paul\) at Hallie Q. Brown Community Center](#). The apprentice positions seek applicants with strong cultural ties to the latter of these two neighborhoods.

Since 2011, Northern Spark has created a spirit of adventure and belonging, with the help of hundreds of artists and community partners. The goal of the apprentice program is to share the systems we've built over the years, and to foster an exchange of skills and community knowledge in the neighborhoods where the festival is taking place. Festival apprentices get an inside view at how a large public event comes to be, as part of a dynamic team that works together to produce this beloved event.

For this year's Apprentice Positions we are looking for candidates with cultural connections and community involvement in the Rondo neighborhood of St. Paul and the American Indian Cultural Corridor in Minneapolis.

There are four festival-wide apprentice positions:

- [Outreach and Projects](#)
- [Communications](#)
- [Curatorial / Content Manager](#)
- [Production](#)

Please scroll down for each description.

DEADLINE FOR APPLICATIONS: Friday, January 11, 2019.

Submit online [here](#).

Job Description: Outreach and Projects Festival Apprentice

The **Outreach and Projects Festival Apprentice** works with the Program Council and Projects Manager on all aspects of project support and community outreach.

A successful candidate will have experience working with communities/neighborhoods along with a general knowledge of monitoring, supporting, collecting, and organizing data, project deliverables, and milestones.

Core areas of learning and responsibility include, but not limited too:

- Managing information and contracts for artists, vendors, partners, volunteers, and special project contractors.
- Updating information systems (civi CRM, Asana, Google Calendar, MailChimp) and web resources (wordpress).
- Attend Bi-weekly staff meetings.
- Attend Program Council meetings.
- Outreach in specific neighborhoods and communities to promote NS and NL opportunities.
- Research, gather, and input data information.
- Participate in debrief of apprenticeship program.

Required Meetings and Events

- Attend bi-weekly Northern Spark staff meetings
- Attend monthly Program Council meetings (March, April, May)
- Attend Artist and Partner Kick Off meeting (February)
- Attend Final Production Meeting and Press Preview (May)
- Attend and work Northern Spark, June 14 & 15, 9 pm - 2 am

Stipend: \$5,000

Estimated hours: 10 hrs/week (hours may change in May and June)

Duration: January through June 30, 2019

Festival Dates: June 14 & 15, 2018

Reports to: Program Council and Project Manager

Required skills:

Excellent written and verbal communication skills, self-motivated and able to meet changing deadlines. Ability to work with a fast-paced schedule with overlapping project timelines.

Required availability:

Weekday schedule to be determined with supervisor. Must be available Wednesdays from 2-3:30 pm for staff meetings. Some evening and weekend availability is necessary.

Required equipment:

Own computer and internet access when not in the NL office.

Job Description: Communications Festival Apprentice

The Communications Apprentice works with festival Co-Director and other contract staff to learn the ins and out of public communications about Northern Spark, including social media, e-newsletters, press releases, and printed content.

The Communications Apprentice is responsible for helping to maintain a lively social media presence for Northern Spark and some other Northern Lights.mn projects, and assisting with e-newsletter communications.

The right candidate has a familiarity with social media platforms and trends, an interest in writing about art and a curiosity about how to communicate a festival planning process and wide-ranging set of artists' ideas to the public.

Stipend: \$5,000

Estimated hours: 10 hrs/week with some additional hours the week of the festival

Duration: January through June 30, 2019

Reports to: Director of Public Engagement/Co-Director

Core areas of learning and responsibilities include:

- Working with Co-Director to create and maintain a 6-month communications plan for Northern Spark (Jan - June 30) including e-newsletters, press releases and social media: Twitter, Facebook, Instagram, flickr, Vimeo, and the Northern Lights.mn blog.
- Crafting and scheduling weekly and then daily posts on NL's social media channels according to the communications plan
- Maintaining communications with followers of social media channels.
- Tracking posts performance
- Creating and executing a social media plan for the two festival nights that engages festival goers and expands NL's network
- Working with MailChimp to layout, edit, send and track monthly e-newsletters
- Writing short articles for e-newsletter as assigned
- Reviewing press releases with Co-Director and PR Coordinator

Required Meetings and Events

- Attend bi-weekly Northern Spark staff meetings
- Attend monthly Program Council meetings (March, April, May)

- Attend Artist and Partner Kick Off meeting (February)
- Attend Final Production Meeting and Press Preview (May)
- Attend and work Northern Spark, June 14 & 15, 9 pm - 2 am

Required skills:

Great written and verbal communication skills, self-motivated and able to meet changing deadlines. Knowledge of social media platforms and trends. Previous experience successfully managing a significant social media campaign is desirable but not necessary. Knowledge of Mailchimp desirable but not necessary.

Required availability:

Weekday schedule to be determined with supervisor. Must be available Wednesdays from 2-3:30 pm for staff meetings. Some evening and weekend availability is necessary. Must be available to work all hours of both festival nights.

Required equipment: Own computer and internet access when not in the NL office.

Job Description: Curatorial/Content Manager Festival Apprentice

The CCM Festival Apprentice works with the Artistic Director on all aspects of the artist interface for NS and with the Co-Directors on aspects of information about Northern Spark on public facing platforms, in particular, the NS website. Core areas of learning and responsibility include:

Artists

- Manage information about and contracts with all individual artists
- Attend site visits with artists
- Attend tech reviews with artists (optional)

Website

- Edit individual artist information to a consistent level and length
- Review individual partner project information for consistency and appropriateness
- Manage artist and partner project imagery and other visuals necessary for the website using Dropbox
- Edit food truck information to a consistent level and length
- Review and manage Sponsor and Supporter information for consistency and appropriateness
- Work with Co-Director and Producer to identify map locations of all projects and festival installations
- Work with Co-Directors to manage all other website content (e.g. Theme, How to get around, etc.)

- Manage deadlines in Asana and Google spreadsheet for content delivery with staff, artists, partners, vendors
- Manage and upload all website content according to schedule

Printed Guide and Festival Signage

- Assist w/ preparation and proofing of printed map for NS
- Manage final content for festival signage

Northern Spark Team

- Attend bi-weekly staff meetings
- Attend monthly Program Council meetings
- Attend all projects meeting (February)
- Attend Production Meeting (May)

Stipend: \$5,000

Estimated hours: approx. 10 hrs/week w/ additional hours required in March and May for website content upload

Duration: January through June 30, 2019

Reports to: Artistic Director

Required skills

Great written and verbal communication skills, self-motivated and able to adapt to changing deadlines. Ability to work with broad range of people outside the organization. Previous experience working with artists and/or successfully managing a significant website project is desirable but not necessary. Knowledge of WordPress desirable but not necessary. Experience working with Google Docs and Spreadsheets desirable but not necessary. Experience working with Asana desirable but not necessary. Experience working with Dropbox desirable but not necessary.

Required equipment: Own computer. Internet access when not at NL office.

Job Description: Festival Apprentice - Production

The Production Festival Apprentice works with the Producer to support the production process of Northern Spark -- from the planning phase through implementation and clean-up. This includes artist, venue and vendor coordination; the planning and implementation of festival infrastructure (signage, amenities, etc); emergency planning; permitting; and zero waste efforts. This person will work closely with the Producer and interact with the rest of the production team (tech, crew, etc).

Qualified applicants should have related production experience, which may include: theatrical stage or production management, event or project management, etc. Technical experience or knowledge not required, but helpful. This is a great job for

someone who has related event production experience who wants to take on more advance responsibility and/or seeks experience working within a festival context.

Advance work may include:

- Attending all Northern Spark staff meetings and production meetings (bi-weekly)
- Communicating with various departments in the City of Minneapolis on permits (preparing paperwork, checking on status, resolving issues, etc.)
- Managing spreadsheets to track equipment, materials, artist information, etc.
- Drafting schedules and coordinating with artists, venues and production team
- Updating contact sheets
- Sourcing/obtaining equipment and materials
- Coordinating plans for infrastructure, amenities, zero waste, etc.
- Management of crew members
- Additional tasks, tbd

Tasks during the festival may include:

- Management of equipment or festival amenities
- Management of vendors and/or zero waste plan, including crew members
- On-site problem-solving
- Additional tasks, tbd

Post-Festival tasks may include:

- Compiling information for production reports; finalizing spreadsheets
- Taking inventory of equipment (tents, projectors, etc), with Crew
- Managing returning of materials to vendors and/or storage facilities (i.e. walkie-talkies, signage, tents, etc.), with help from the Crew/PAs
- Additional tasks, tbd

Stipend: \$5,000

Estimated hours: approx. 10 hrs/week w/additional hours required in May and June for festival implementation

Duration: February through June 30, 2019

Reports to: Producer

Required skills:

Must be detail-oriented, organized, and able to respond quickly and problem-solve on-site. Great written and verbal communication skills, self-motivated and able to adapt to changing deadlines. Experience working with Google Docs and Spreadsheets necessary. Ability to read maps and ground plans. Ability to work with broad range of people outside the organization. Ability to work with a fast-paced schedule with overlapping project timelines. This job involves working on your feet for sustained periods of time and staying up late!

Required availability: Weekday schedule to be determined with supervisor. Must be available Wednesdays from 12:30 - 3:30 for production and staff meetings. Some evening and weekend availability is necessary.

Artist Production Meetings (evenings): February 26; May 29

Project site visits (6 weekday evenings in March)

Project test dates (4 evenings the week of May 20)

Must be available full time for the week of the festival (June 9 - 16).

Required equipment: Own computer; internet access when not at NL office.

Must have reliable transportation for travel between sites.