

POSITION: Marketing Internship (unpaid)

SEMESTER: Fall 2014

APPLICATION DEADLINE: August 13, 2014

REQUIREMENTS & QUALIFICATIONS

- Open to COLLEGE STUDENTS ONLY: Juniors, Seniors, and Graduate Students who are seeking an internship for academic credit as part of their college/university curriculum
- Applicant must carry a cumulative GPA of at least 3.0 on a 4.0 scale
- Hours/schedule based on school's credit hour requirements; Minimum of 10 hours per week preferred.
- Applicant must have a history of relevant coursework or experience
- Strong written and verbal communication skills
- Working knowledge of Word, Excel, PowerPoint, Photoshop, Publisher a plus
- Knowledge of all social media platforms
- Passion for live entertainment and classic/independent film
- Nights and/or weekends will be required on occasion

DESCRIPTION & OBJECTIVES

- Learn to develop and implement integrated event marketing plans, including advertising, public relations, trade, social media and grassroots campaigns
- Conduct research for various marketing projects on a per-show basis
- Learn to research target markets and develop grassroots efforts, and assist in creating and distributing promotional materials (posters, flyers, etc.)
- Assist in updating and maintaining the department databases and spreadsheets
- Learn and assist with implementation of marketing campaigns on several social media platforms
- Learn to create marketing materials utilizing Photoshop and InDesign
- Assist with answering phones as needed
- Other projects and duties as assigned

HOW TO APPLY:

All prospective applicants must provide the following materials by the specified deadline:

1. Resume
2. Two professional references
3. Current unofficial transcript from college or university
4. Fall 2014 course schedule (if applicable), with a list of days and times available for internship hours

SMG is an Equal Opportunity Employer M/F/V/D

PLEASE SEND OR EMAIL REQUESTED ATTACHMENTS TO:

Mallory Rine, Marketing Coordinator
Orpheum Theatre
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Fax: 316-263-8641