

Marketing Intern

Description: The intern reports directly to the Marketing Director. Intern will have the opportunity to engage in Marketing Campaigns in various forms (print, online, social media, live). Great Opportunity for any student planning to pursue a career in Marketing.

Learning Opportunities in this position:

- The Life of a Marketing Campaign (from idea to launch to success!)
- Basic Marketing Principles and Goal-Setting
- How to Write Copy for digital and print marketing documents
- Website Updating via WordPress
- E-mail List and Marketing Management
- Program Advertising Coordination
- Relationship Development to Promote Niche Marketing
- Special Event Planning and Coordination
- How to Turn Social Media into Sales
- Cross-Promotional Opportunities
- Google Analytics

Duties Include but not limited to:

- Marketing campaigns (annual subscription campaign, individual ticket sales, institutional marketing)
- Help write copy for all brochures, website, e-blasts, letters, promotions.
- Help update the company website in coordination with web programmer (word press a plus)
- Help manage email lists and email marketing
- Assist with coordinating program advertising.
- Help Develop liaisons with civic, social and educational organizations to build group sales and promote niche marketing for individual shows.
- Develop strategies for tapping Union Square hotel and retail connections to generate sales
- Help Organize "nights" at the theatre for affinity groups
- Utilize social networking sites to drive ticket sales.
- Assist with developing cross-promotional opportunities with other theatres.
- Help Manage Google Grant, Analysis / Research of Google Analytics.
- Reach out to group sale prospects
- Help spearhead subscription campaign

Specific Requirements:

- General understanding of basic Marketing Principles
- Intermediate to Advanced experience with Microsoft Excel, WordPress, PhotoShop preferred
- Comfortable engaging via phone and in person with patrons and community members