

Booth Tarkington Civic Theatre

Seeking: Marketing Intern

Reports to: Marketing & Events Manager

Contact Name: Melissa Hook

Phone: 317-853-6332

Email: Melissa@civictheatre.org

Marketing at Civic Civic's Marketing department conceives and executes all promotion, sales, and advertising for the theatre. This is accomplished through networking, advertising campaigns, local connection with neighboring businesses, social media, email marketing, social media, written articles and blog posts, grass roots marketing, and more. Simply put, we make people want to be part of the Civic Family.

Duties and Responsibilities of the Marketing Intern Shooting photos and video of Civic's programs, creating and distributing promotional materials locally, set up/tear down & working receptions, cast parties and events, calling winners and patrons, interacting with the public, as well as parents, kids, donors, and sponsors, assisting Civic staff members with projects that market shows and programs, creating spreadsheets to grow Civic's database, getting Civic involved in fundraising events (ex: Brackets for Good, discount nights at restaurants, etc)

Preferred Experience Required

Social media, oral & written communication, customer service, proven success in ad campaigns, event management, class project or similar activities that use skills associated with marketing a nonprofit or cultural arts organization. Must be detail-oriented, have good time management skills and able to work with the public. Set up of events will require lifting up to 30lbs of equipment. Must work well independently, and take initiative to move on to the next task without having to be micromanaged. Computer programs preferred, not mandatory: Photoshop, InDesign, Word, Excel, Mail2, or similar e-marketing software, Tessitura, or ticketing database. Bring your ideas on how to fill the seats at Civic!

Hours, dates, compensation

Fall, Spring or Summer semester.

Minimum number of hours required: 10-20 hours/week

Most office hours will be during regular business hours (9-5, M-F).

Intern will be expected to work custom hours on some evenings & weekends for Civic events such as Opening Night, education productions, receptions, galas and parties.

Please provide Resume and cover letter via email to Melissa@civictheatre.org

Candidates will be contacted directly to set up interviews.

This internship is not paid, but may be taken for college credit. Not mandatory.

Transportation to and from the internship is the responsibility of the intern.