

Schauer Arts & Activities Center

Marketing Internship

The marketing intern is under the general supervision of the Schauer Center's Director of Marketing.

Duties and Responsibilities:

1. Under the direction of the Director of Marketing, coordinate and execute marketing and advertising strategies.
2. Promote upcoming events through the creation of:
 - a. press releases
 - b. radio spots
 - c. pamphlets/fliers
 - d. postcards
 - e. posters
3. Maintain promotional marketing by updating electronic marquee information, preparing email calendar submissions, and designing displays/signage for upcoming shows
4. Aid in the production of print pieces, including SAAC's Annual Report, 'Schauer Marquee' newsletters, and individual show playbooks
5. Compile data for advertising/marketing research using Theater Manager database, internet searches, and survey responses
6. Pursue an active web presence through Facebook, Zazzle.com, and online calendar postings
7. Keep press clipping archives of articles, advertisements, and calendar listings
8. Attend weekly staff meetings, bi-monthly marketing committee and box office staff meetings
9. Carry out administrative tasks, such as photocopying, faxing, mailing, filing, labeling, etc.

Minimum qualifications:

Current student pursuing an undergraduate degree in communications, marketing or arts management. Recent college graduates may also apply.

Knowledge, Skills, and Abilities:

1. Strong oral and written communications skills.
2. Outstanding organization skills, self-starter.
3. Computer knowledge, including Microsoft Office, Excel, Publisher, and PowerPoint (Adobe Creative Suite software a plus).
4. Demonstrated attention to detail skills.
5. Team player with strong work ethic.