

Marketing/Graphic Design 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 or Arts Administration.

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-mail Marketing, Press Releases
- Help Maintain the Company Website
- Help manage email lists and email marketing
- Assist with Developing Civic, Social & Educational Liaisons for Group Sales & Niche Marketing
- Develop Union Square Hotel & Retail Connections to Generate Sales
- Develop Cross-Promotional Opportunities with other Arts Organizations
- Utilize Social Networking Sites to Drive Ticket Sales & Encourage Dialogue
- Assist with In-House Subscription Campaigns and Patron Loyalty Initiatives
- Maintain & Update Press Binders
- Support Marketing Staff with Miscellaneous Clerical & Data Entry Tasks

Specific Requirements:

- General understanding of basic Marketing Principles
- Intermediate to Advanced experience with Microsoft Excel, WordPress, PhotoShop preferred
- Keen Attention to Detail
- Strong Written and Verbal Communication Skills