

2017 Summer Marketing Internship

Applications must be received by March 31, 2017

NAME

TODAY'S DATE

Current Address

ADDRESS

CITY, STATE

ZIP CODE

PHONE

EMAIL

Permanent Address

ADDRESS

CITY, STATE

ZIP CODE

School Information

COLLEGE/UNIVERSITY

MAJOR

CLASSIFICATION (SOPHOMORE, JUNIOR, SENIOR)

GRADUATION YEAR

Will you seek academic credit for this internship?

Y N

(If seeking academic credit, interns are responsible for obtaining and meeting their specific program requirements.)

Attachments

- **Resume** - Attach a resume in which you list relevant coursework, work experience, and other experience that relate to the internship project for which you are applying.
- **Personal Statement** - Please write a short proposal stating why you are seeking an internship with Arts for Lawrence. Please keep statements to 250 words or less.
- **Letter of Recommendation** - Provide one letter of recommendation from a current or former professor or supervisor. Letters should be emailed directly from the professor or supervisor to judybyron@artsforlawrence.org

See page 2 for internship description

Job Brief

We are looking for a zealous Marketing Intern to support the Marketing Committee for the Theater at the Fort & Arts for Lawrence in its primary and administrative duties.

Marketing Intern Job Duties

Marketing Intern responsibilities include assisting in organizing campaigns and developing marketing strategies. This work will be a critical factor for the smooth operation of the Marketing Committee and the attainment of its goals, as well as for the long-term growth of the organization.

Responsibilities

- Undertake daily administrative tasks to ensure the functionality and coordination of marketing activities
- Support marketing committee in organizing various projects
- Employ marketing techniques to gather important data (social media, theater surveys, community outreach)
- Assist in the organizing of promotional events and traditional or digital campaigns and attend them to facilitate their success
- Prepare and deliver promotional materials
- Compose and post online content on the company's website and social media accounts
- Write marketing literature (newsletter items, press releases etc) to augment the organization's presence in the community
- Communicate directly with patrons and encourage trusting relationships

Requirements

- Good understanding of marketing principles
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with a community-oriented approach
- Good knowledge of market research techniques and databases
- Excellent knowledge of MS Office, various social media platforms, and website management
- Exquisite communication and people skills

Start date and hours are negotiable

Send completed application with all attachments to judybyron@artsforlawrence.org

No phone calls.