



2018-2019 Marketing Internship

We are looking for one bright and highly-motivated, creative, detail-oriented, computer-savvy marketing intern. The position begins in September and requires up to 15 hours per week during the academic school year. The ideal candidate is interested in the music or theater industry.

This internship provides interns with a multifaceted understanding of the different aspects of marketing in a theatre setting. The internship will introduce the intern to real-world experiences in the field of marketing and advertising as they gain insight and experience. Interns learn about strategic planning, e-marketing, copywriting and editing, partnership relations, website maintenance, promotion development and integration.

Job Description/Responsibilities:

- Maintain the venues social media pages – Facebook, Instagram & Twitter
- Manage promotional materials
- Interact with performers and assist with cast meet-and-greets
- Represent the Iowa State Center at ISU Orientation, Destination Iowa State, Welcome Fest, Club Fest, etc.
- Assist the Marketing Manager to plan and implement grassroots and community marketing campaigns for concerts/events
- Poster delivery, display creation, direct mail coordination, email marketing coordination on campus
- Assist with preparations for donor receptions and events
- Lead and direct the Stephens Auditorium Street Team

Requirements and Qualifications:

- Ability to interact with all levels of management
- Excellent organizational skills and aptitude for detail
- Strong work ethic and the ability to work independently
- Exceptional interpersonal, verbal and written communication skills
- Flexibility and ability to effectively manage multiple tasks and competing job priorities in a dynamic and constantly evolving environment
- Experience with basic knowledge of HTML a plus
- Able to work independently with high productivity
- Marketing or Advertising major or background
- Ability to commit to 15 hours/week from September - June

- Sales experience a plus
- Proficient in the use of MS Windows, MS Office and MS Outlook

HOW TO APPLY:

To apply for an internship, email cover letter and resume to:
perform@iastate.edu or mail to the address below:

Stephens Auditorium
ATTN: Internship Coordinator
1805 Center Drive
Scheman Building, Suite, 102
Ames, IA 50011

ELEGIBILITY:

Be at least 18 years old

Able to commit to a September – June program

Have relevant experience (either in class or in the workplace) connecting to a specific departmental internship opportunity, as described below*

*Special consideration is given to those currently enrolled in a degree-seeking program.

Holly Boman
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