



SHAKESPEARE FESTIVAL/LA

## MARKETING/PR INTERN 2008 Job Description

The Marketing/PR Intern will play an integral role at Shakespeare Festival/LA during the Summer Festival. In addition to assisting with day-to-day Marketing and Membership support, the Intern will partner with the Communications Manager to develop and coordinate Press Night and special Membership Events, like Young Member Night.

### **Duties and Responsibilities**

- Assist in daily Marketing activities and Membership Events
- Use *Raiser's Edge* Database to update, maintain, and track contact lists (supervisor will provide software training)
- Liaise with the media regarding Summer Festival production
- Coordinate ticket orders for Young Members and Press
- Attend staff meetings as necessary
- Perform other duties as assigned

### **Projects**

1. Help coordinate Press Night by updating and maintaining media contact lists; tracking invitations; submitting calendar listings, show announcements and press releases; liaising with the media and our PR partners; assembling and distributing press kits
2. Help develop and execute an online marketing campaign to promote Young Member Night by identifying and appealing to online communities and publications; writing promotional materials; coordinating logistics; and hosting the event
3. Collect and maintain a binder of materials, activities, and information for their PR and marketing work
4. Write a Press Release for Fall 2008 Crystal Quill event

### **Skills**

- Creative thinker with strong project management, multi-tasking, and phone skills
- Computer literate; familiarity and excitement about digital marketing and social networking a plus
- Ability to work calmly in a high-pressure, fast-paced environment
- Flexible schedule, including weekend and evening hours
- Excellent written skills and an editor's eye

### **Eligibility**

- Must be currently enrolled full-time undergraduate who resides in or attends college in Los Angeles County
- Must have completed at least one semester of college by June 2008
- May not plan to graduate before December 2008
- Candidates are sought from all areas of undergraduate study

### **Time Commitment & Dates**

- 40 hours a week for 10 weeks.
- Monday June 2, 2008 to Friday August 8, 2008

### **Compensation**

- Biweekly at a gross rate of \$350.00 a week for 10 weeks.

### **Application Process**

- Please send a cover letter outlining your qualifications for the position along with a resume including education, work experience, and extracurricular activities by mail, fax, or email **by Friday, May 2nd.**

#### **Contact:**

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This internship is sponsored by the Los Angeles County Board of Supervisors through the Los Angeles County Arts Commission. More than 125 undergraduate interns will participate in the program this year at 87 performing, presenting, and literary nonprofit arts organizations and municipal arts agencies throughout LA County. In addition to their full-time 10 week paid internship, interns will participate in four educational events as part of the program, which are funded by the Getty Foundation. The educational events are designed to provide interns with a broader perspective of the vibrant arts and cultural landscape of the County. For additional information on the Los Angeles County Arts Commission, the Arts Internship Program, and for a complete list of all the internships offered this summer, visit the Arts Commission website at [www.lacountyarts.org](http://www.lacountyarts.org) <<http://www.lacountyarts.org>> .