



Job Description- Marketing Intern

JOB TITLE: Marketing Intern
REPORTS TO: Marketing Coordinator
CLASSIFICATION: Intern

Description: The Palace Theatre is seeking an Intern to work within the Marketing Department. The individual will be mainly responsible for assisting the organization in the development, maintenance and implementation of various marketing initiatives.

Primary Responsibilities (including, but not limited to):

- Assist in planning and carrying out promotion of events and initiatives through both traditional and new media communication platforms.
- Assist in maintaining databases such as media, mailing, and charity lists.
- Develop meaningful, quantifiable performance reports on organization's social media presence.
- Observe and analyze online activity of model organizations' research and reports on "social media best practices."
- Represent the Palace Theatre at local and regional events, such as showcases and community fairs.

Requirements:

- Detail oriented with strong written and verbal communications skills.
- Creative self-starter who is comfortable with taking initiative and ability to multi-task.
- High-level of proficiency of Microsoft Word, PowerPoint, Excel, and Outlook.
- Available to work 15-20 hours per week.
- Knowledge and proficiency with computer-mediated platforms such as Facebook, Twitter, Instagram, etc.

Eligibility:

- Must be a full-time student
- Must maintain a cumulative GPA of 3.0 or higher.

This internship will benefit someone who is interested in marketing, performing arts education and community relations.

To Apply:

Please send your resume and cover letter to Victoria Ortiz at vortiz@palacealbany.org