

Mission:

The Kauffman Center for the Performing Arts' vision is to enrich the lives of communities throughout the region, country and world by offering extraordinary and diverse performing arts experiences.

Marketing and Public Relations Intern:

The Kauffman Center for the Performing Arts is seeking an enthusiastic individual who is looking for hands-on marketing and communications experience in a fast-moving environment during the summer of 2019 (preferred May 20 – August 23). Note: dates may be flexible to accommodate school schedules. All candidates should indicate availability in cover letter.

The right candidate:

- Can commit to a minimum of fifteen hours per week during the course of the internship with some flexibility for select evening events;
- Is flexible, dependable, detail-oriented and self-starting;
- Has strong written and verbal communication skills with confidence in proofreading abilities;
- Has experience with: data entry, PowerPoint, Excel, Word, emailing and social media pages.

Preference may be given to candidates who meet one or more of the following criteria:

- Is enrolled in or has recently completed a college degree in Marketing, Communications or Journalism;
- Has previous work experience in the fields of Marketing, Public Relations, Community Outreach, Digital Media or similar;
- Has experience producing mass email communications using software such as Wordfly, Constant Contact or similar;
- Has experience building content on multiple social media platforms such as Facebook, Twitter, and Instagram;
- Has experience with marketing or arts administration;
- Has previous CRM database experience (Ex. Tessitura);
- Has experience editing WordPress websites or blogs;
- Has experience writing articles, press releases, or other marketing content;
- Graphic design experience is welcomed but not mandatory.*
- Multimedia production (photo, video) experience is welcomed but not mandatory.*

Responsibilities

- Assist with program marketing, communications and PR efforts related to our Kauffman Center Presents season and the Kauffman Center's 6th Annual Future Stages Festival to be held on June 16, 2019
- Assist with general social media monitoring/communication strategies;
- Assist with writing and scheduling social media content;
- Manage ongoing marketing research projects;
- Communicate via email to answer questions from patrons and community members;
- Coordinate grassroots marketing efforts for Open Doors program
- Manage the Kauffman Center's Volunteer Outreach Team
- Maintain photo archive;
- Compile press clippings and archive existing materials;
- Communicate media hits and upcoming events via organizational intranet tool;
- Implement website blog updates and edits;
- Create email marketing templates, deploy email performance reminders and maintain subscriber lists;
- Assist with fulfillment of marketing promotions as part of our venue menu of services;
- Create performance surveys and cultivate data;
- Prepare informational press kits and greet members of the press at select evening events;
- Assist with writing news releases and other promotional copy for upcoming events;
- Manage and update online calendar listings;
- Cultivate marketing outreach opportunities;
- Build and manage marketing database;

- Fulfill patron marketing requests as needed;
- Research prospects for group sales for upcoming performances;
- Filing, data entry and other administrative duties as assigned.

Intern should be present at all *Kauffman Center Presents* performances during internship including Future Stages Festival on Sunday, June 16, 2019 (expect 5-10 evening or weekend events).

Compensation:

This is an unpaid internship but staff is happy to help arrange for course credit.

Application process:

Please email a 1-page résumé and 1-page cover letter to: Joanna Polley at jpolley@kauffmancenter.org by April 1, 2019. No phone calls, please. Additional materials, including writing or work samples, are welcome but not required. All application items must be submitted as a complete package. On your cover letter, be sure to include why you want the position, relevant experience, computer skills, and one professional reference. References will be checked and interviews will be conducted.