

**MARKETING INTERNSHIP
NAT 28 NEW MUSIC ENSEMBLE
Pittsburgh, PA**

MARKETING INTERN

Internship Description: Are you interested in a career in marketing or public relations? Would you like to better understand social media, the press, and advertisement as related to the arts? This internship will expose you to the basic skills necessary to promote and market the mission and activities of an arts organization. Interns will have the unique opportunity to work alongside one of Pittsburgh's most active and successful non-profit performing ensembles.

Intern Responsibilities: Interns will report to the Marketing/PR Director (MD) and will assist the MD in daily tasks such as:

- Developing and executing a social media calendar
- Designing marketing strategies and timelines for specific events
- Managing posts on Facebook, Instagram, and our website
- Liaising with local media contacts
- Coming up with creative marketing strategies designed to engage audiences

Intern Experience: Interns will gain insight into the fast-paced daily schedule of a marketing director while having the opportunity to assist with the tasks outlined above. By the end of the internship, interns will be responsible for submitting a marketing plan for an event (real or hypothetical). The marketing plan will demonstrate the intern's grasp of the responsibilities of the Marketing Director.

Qualifications:

To be considered for a Fall 2018 internship, you must:

- Hold or currently be pursuing a Bachelor's or Associate's Degree in an arts- or business-related field;
- Maintain an overall GPA of 3.0 or higher;
- Plan to pursue a career in the arts, administration, marketing, or business;
- Be able to multitask and be comfortable in a quick-paced environment;
- Have some proven experience with or exposure to classical music
- A valid driver's license and/or access to transportation are a plus, although not a requirement

Hours are flexible and depend on the intern's class or work schedule, course requirements (if applicable), and availability. **Hours per week: 5-10 Course credit may be possible if requested**

Application Instructions:

Interested candidates should submit the following documents to nat28newmusic@gmail.com by 11:59 pm on July 15th, 2018 to be considered for an internship. Interns may be contacted for a phone interview between July 31st and August 15th and should expect to begin their internship on September 1. Please put "*Last Name*- Marketing Internship Application" in the Subject Line of your email.

- A one-page cover letter outlining your related experience, your interest in this internship, as well as your vision for Pittsburgh's music and arts scene
- A professional resume

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