

Fall 2018 Media Marketing Internship

Are you passionate about music and the arts? Do you love getting out there sharing your ideas, feelings and interests?

Then you might be the right fit for us!

As the Marketing intern, you are responsible for helping craft and capture the external image of Hawks and Reed's three individual performances spaces and the events hosted within them. You will work with the in-house marketing specialist on our weekly newsletter, social media, website, radio, printed materials, etc... to promote said events. These could range from, concerts and dance, to theatre and literature performances, and much more.

Responsibilities:

Tracking the progress of poster creation and distribution.

Create and drive awareness of our events by liaising with and building relationships with influencers in your markets such as: your college radio station, DJs, campus groups, greek organizations, college newspaper and local sites/rags to exploit all opportunities for exposure such as reviews, radio plays and interviews

Research & attend local and campus events that will best facilitate the promotion of our artists

Research appropriate online sites, forums, networks for the target market for each artist

Attend our shows to hand out promotional tools and get feedback

Maintain a local list that contains contact information for key influencers, businesses, campus organizations, radio stations, etc. that you work with during your time

Creating inventive and viral ad campaigns.

Qualifications:

Knowledge of analytics and how they apply to Facebook, Twitter, Instagram, Tumblr etc.

Basic understanding of the scheduling system "Hootsuite"

Knowledge of the performing arts scene is encouraged

Excellent verbal and written communication skills and a high level of computer competency.

Be self-motivated, organized, willing to help with any project no matter how large or small, and be able to balance multiple priorities at once.

Strong interpersonal skills and the ability to work directly with external parties and in collaboration across internal teams.

Creative, flexible and task-driven.

Experience in Social Media, Journalism and/or Marketing strongly preferred

A successful candidate will demonstrate the ability to work hard and persistently, and to be comfortable with creating content often under busy work conditions. The Marketing Intern is expected to work closely with the Social Media Director to produce quality media while constantly working to improve systems. Are you passionate about music and the arts? Do you love getting out there sharing your ideas, feelings and interests?

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Responsibilities:

Leveraging apps like Hootsuite to track weekly progress on all social media platforms.

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