



Student Internship for Group Concierge Program

San Jose Rep is seeking an energetic intern who has a passion for the arts and is interested in working in the dynamic marketing department of a world-class regional theatre company.

Responsibilities:

- Research target corporate, non-profit, leisure and interest groups that have strong sales potential with our season offerings. Gather contact information and in some instances make contact via phone or email communications.
- Create marketing materials for distribution, highlighting features of the group concierge program and points of interest in our season programming.
- Design and implement group sales e marketing and print communications for targeted persons/organizations.
- Use customer relationship management database to organize and update customer information.
- Assist in the crafting of a group sales marketing plan.
- On occasion, organize and staff on-site group sales pre or post show events.
- Interface with other Rep departments as necessary for the execution of these projects.
- Assist with general administrative duties including preparing materials, proofing marketing copy, distributing marketing materials, mailings and filing.

Time Requirement: A minimum of twelve hours a week for one semester. A set schedule would be ideal, but we can accommodate some flexibility.

Qualifications:

- Tourism & hospitality, marketing, communications or theatre arts major preferred. Must have minimum of 4 semesters/6 quarters successfully completed.
- Must possess the ability to pick up new software with training.
- Dependable and mature person with strong organizational and writing skills.

Benefits of Internship:

- First-hand exposure to the role of marketing within the arts and the nonprofit sector
- The opportunity to be directly involved in a professional theatre company
- Learn about the world of arts marketing, audience development and online marketing
- The opportunity to apply scholastic and organizational skills to a working environment and to learn marketable skills for the transition from college life to a professional career
- The opportunity to earn college credit (depends upon degree program)

To Apply: Send your resume or work history to Kyle Yandow, Manager of Patron Services at kyley@sjrep.com and Karen Altree Piemme, Internship Coordinator at karenp@SJRep.com. Call 408-367-7282 with any questions.