



Student Intern for Marketing

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 for a world-class regional theatre company.

Responsibilities:

- Assist with the coordination of Rep events such as our fun, sophisticated and edgy group of young professionals, *The Scene*; *Professional Women's Night* and our *Subscriber Thank You Party*.
- Assist with the logistical coordination of the event, including developing creative briefs, event timelines and fact sheets as well as coordinating food, entertainment, volunteers, and other event components.
- Interface with other Rep departments as necessary for the execution of the events.
- Assist with the creation and management of "e" lists and viral marketing.
- Assist with spearheading social networking for *The Scene* and other Rep events.
- Develop and manage external blog entries to promote Rep events.
- Assist with the internal and external coordination of cross promotions for the 2007-08 season of six plays. This may include contacting and working with local businesses, corporations, associations and other arts and cultural groups to coordinate targeted promotions as well as interfacing with other departments for support, approval and help as needed.
- Assist with distribution of marketing materials in San Jose and surrounding communities, the creation of signage and the internal design and printing of materials for promotions.
- Assist with general administrative duties including preparing materials, proofing marketing copy, distributing marketing materials, mailings and filing.

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

Qualifications:

- A marketing, public relations, theatre arts student in junior or senior year
- Dependable and mature person with solid organizational skills and strong writing
- Familiar and comfortable working on the computer in Word, Excel and on the Internet to conduct research. Photoshop and Illustrator experience a plus.

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.
- 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 Cecilia Clark, Director of Marketing at ceciliac@sjrep.com and Karen Piemme, Internship Coordinator at karenp@SJRep.com. Call 408-367-7290 with any questions.