



Student Intern for Public Relations & Marketing

San Jose Rep is seeking an energetic public relations 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 production of the Playbill produced for each show. This may include follow up with artistic staff, proofing and organizing copy.
- Assist with the creation and management of “e” lists and viral marketing.
- Assist with spearheading social networking for *The Scene*, the Rep’s fun, sophisticated and edgy group of young professionals and other Rep events.
- Assist with writing promotional copy for cross promotions and Rep events.
- Develop and manage external blog entries to promote Rep events.
- Assist with researching media outlets and keeping media lists current.
- Organize and maintain hard copy and electronic media files and clippings.
- Assist with general administrative duties including preparing packets and materials, distributing marketing materials, mailings, event coordination, cross promotions support 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 public relations, journalism or marketing student in junior or senior year
- Dependable and mature person with solid journalistic writing and organizational skills
- Familiar and comfortable working on the computer in Word, Excel and on the Internet to conduct research. Experience in Illustrator and Photoshop a plus.

Benefits of Internship:

- First-hand exposure to the role of public relations 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 to a professional career
- The opportunity to earn college credit (depends upon degree program)

To Apply: Send your resume or work history and two writing samples 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.