



## **Student Internship for Marketing with an Emphasis on Social Networking 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 of a world-class regional theatre company.

### **Responsibilities:**

- Assist with audience development initiatives to attract a broader demographic by placing and maintaining San Jose Rep's presence on multiple social networking sites, such as Facebook, MySpace, Twitter, Yelp and others.
- Research potential networking/web-based marketing sites and the positioning and profiles of other theatres on these sites.
- Assist with the creation and execution of the Rep's presence on these sites including layout and design, copy, artwork and multi-media (i.e., audio, video).
- Assist with viral marketing efforts including managing the Rep's content on social networking sites, executing outbound messages, managing responses and making sure the Rep is represented in the appropriate manner.
- Assist with the creation and upkeep of the Rep's blog content and participate on other appropriate blogs to promote the Rep and our programs.
- 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 eight hours a week for two semesters. A set schedule would be ideal, but we can accommodate some flexibility.

### **Qualifications:**

- A marketing, public relations, graphic design, or theatre arts student in junior or senior year. Must be comfortable working on the Internet and in Word, Excel and have a basic knowledge of html code. Photoshop and Illustrator experience a plus.
- Must possess the ability to navigate, create and manage social networking pages and to research various sites for possible marketing opportunities. Web page design experience preferred.
- Experience working with digital images, copy and layout.
- 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 Cecilia Clark, Director of Marketing at [ceciliac@sirep.com](mailto:ceciliac@sirep.com) and Karen Altree Piemme, Internship Coordinator at [karenp@SJRep.com](mailto:karenp@SJRep.com). Call 408-367-7290 with any questions.