

## **MARKETING INTERN**

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**Status:** Internship

**Length:** May 28 – August 21, 2022

**Reports to:** Director of Marketing and Audience Development

**Salary:** \$560 per week + housing provided

### **ABOUT WESTPORT COUNTRY PLAYHOUSE**

Westport Country Playhouse sits on Paugussett and Wappinger land.

Through theater, we make connections between audience and artist, across time and distance, mentor and student, and within our community. Westport Country Playhouse is a non-profit that produces work from playwrights, actors, directors and designers from all backgrounds, entertaining audiences and exploring issues along the way. Through our New Works Initiative, we provide support and funds towards the development of new voices and new works. There are no boundaries to the creative thinking or the kinds of audiences we seek and excitement for theater that Westport Country Playhouse can build.

### **ANTI-RACISM STATEMENT**

We resolve to place anti-racism at the center of our work. We are committed to holding ourselves accountable to short and long-term goals, while realizing that this work has no endpoint and will evolve and change. We acknowledge that this is an educational process for which we ourselves are responsible.

### **THE POSITION**

**The Marketing Intern** provides key support for all marketing department activities including digital projects, print/digital communications, events, and promotional campaigns. The MI reports directly to the Director of Marketing and Audience Development (DMAD) and works closely with the marketing staff on a daily basis. We hope that the Marketing Intern will gain useful tactical tools and marketing experience as well as insights in how a non-profit theater is organized and functions in the community.

### **ESSENTIAL FUNCTIONS**

- Working alongside the Content Manager and Marketing Assistant, assist Deputy Director of Marketing/Graphic Design Director in creating digital content for use on the

Playhouse website, social channels, and email marketing campaigns. Participate in department brainstorms on new ways to engage Playhouse audiences.

- Assist in researching and engaging with new audiences for the Playhouse, with an emphasis on new residents and BIPOC communities.
- Assist with placement of Playhouse events and programs in online community calendar listings, including research on new listings and other ways to broaden our reach and engage new audiences.
- Other support for marketing department as needed.
- Assist with pre- and post-performance events.

Above duties may fluctuate pending departmental needs as well as the MI's interests.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- 1–2 years of college or equivalent experience
- Excellent written and verbal communication skills
- Strong organizational skills
- Ability to work effectively in a creative, innovative, and constantly evolving environment.
- Interest in theater or performing arts
- Attention to detail and commitment to follow-through
- Knowledge and experience of Adobe Creative Suite preferred (primarily Photoshop and InDesign)
- Social media and light video editing skills a plus
- Comfort with learning new web-based applications and content management systems
- Knowledge of Microsoft Office and/or similar word processing and spreadsheet programs.

## **SPECIAL COVID FACTORS**

- This position will be in-person at the Playhouse. However, this is contingent upon our COVID protocols, which are subject to change. If we return to Shelter-in-Place, then we will work remotely, if necessary. Your supervisor will contact you if our status changes.
- **All Westport Country Playhouse employees are required to provide proof of complete COVID-19 vaccination AND proof of a booster dose** (for those eligible as defined by Center for Disease Control and Prevention (CDC) guidelines). If you are selected to be a part of the Woodward Internship program, you will be required to provide proof of vaccination against COVID-19 to the Director of Education and Community Engagement electronically no later than May 1, 2022.
- Should working remotely be required and you do not have access to a computer, one can be provided for you.

## **YOU SHOULD APPLY**

The Playhouse is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

## **HOW TO APPLY**

- Complete application [here](#)
- No phone calls or drop-in visits, please.
- Questions, email [education@westportplayhouse.org](mailto:education@westportplayhouse.org)