

WESTPORT COUNTRY PLAYHOUSE

MARKETING INTERN

Status: Internship

Length: May 28 – July 31, 2024

Reports to: Marketing Manager

Salary: \$630 per week + housing provided

ABOUT WESTPORT COUNTRY PLAYHOUSE

Westport Country Playhouse sits on Paugussett land. The Playhouse sits on land once forcibly taken from the Paugussett people. The Westport Country Playhouse acknowledges the indigenous peoples and nations of the Paugussett that stewarded the land and waterways of Westport, Connecticut. We honor and respect the enduring relationship that exists between these peoples and nations and this land.

Through the performing arts, 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, performers, 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 Marketing Manager (MM) 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. This position may include evening and weekend work as needed.

ESSENTIAL FUNCTIONS

- Working alongside the Marketing Manager to create 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.
- All Westport Country Playhouse employees are encouraged to be fully vaccinated including boosters.

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

- Email application ([found by clicking here](#)), resume, and cover letter to education@westportplayhouse.org with the subject line: 2024 Marketing Intern application
- No phone calls or drop-in visits, please.
- Questions, email education@westportplayhouse.org