



## MARKETING & SOCIAL MEDIA INTERNSHIP

### Description

BATC is looking to hire a marketing and social media intern to work in a fast-paced, forward-thinking, multiracial, multidiscipline, rapidly growing theatre rooted in social justice work. The ideal candidate should have a strong knowledge and understanding of digital media platforms as well as strong critical thinking skills to work alongside seasoned arts administrators. The intern will work closely with the marketing coordinator and will finish the internship after having gained broad experience in various aspects of marketing.

### Responsibilities

- Assisting with the design and execution of social media campaigns.
- Creating weekly and monthly editorial calendars to promote company brands on various social media websites.
- Creating and distributing content such as blogs, infographics, videos, and press releases on social media and traditional news outlets.
- Tracking social media engagement to identify high-performing ideas and campaigns for scalability.
- Supporting the marketing team at live and online events.
- Performing social media marketing research.
- Assisting with influencer campaign strategy.
- Responding to comments and DMs on social media platforms.
- Brainstorming and researching ideas for original content.
- Creating compelling graphics to share across social channels.
- Writing social media captions that speak to the company's target audience.
- Helping create and edit short-form videos.
- Developing new strategies for increasing engagement.
- Assisting with photo/video content shoots.
- Ensuring brand message is consistent





## Requirements

Students applying for this internship should have:

- Bachelor's degree candidate in business, marketing, journalism, public relations or a related field
- 1-2 years of digital marketing experience
- Professional certification in Google Analytics is strongly preferred but not required
- Familiar with multi-social posting through programs such as Hootsuite and/or HubSpot
- Comfortable with working with Microsoft Office and Adobe Suites
- General knowledge of Search Engine Optimization and internet ranking for web content
- Entry-level experience determining how to cater unique marketing campaigns to a unique audience
- Ability to work alongside a diverse group of employees and simultaneously work toward many company initiatives at once
- Entry-level understanding of marketing strategy and how to use the concepts throughout various forms of outreach
- Available to work a minimum of 20 hours per week

## The ideal candidate must be:

- proficient in Adobe Photoshop, InDesign and/or WordPress
- willing to take initiative and have a good work ethic
- able to manage multiple projects/deadlines simultaneously
- have excellent verbal and written communication skills
- available to work a minimum of 20 hours per week
- must have reliable transportation
- willing to work some nights and weekends

## To apply:

Send your resume to Mark Albin, General Manager, at [mark@bishopartstheatre.org](mailto:mark@bishopartstheatre.org).

