

The
HANOVER THEATRE
for the Performing Arts

EMPLOYER: The Hanover Theatre for the Performing Arts

TITLE: Marketing and PR Internship

DESCRIPTION: Marketing interns for The Hanover Theatre work closely with the Marketing team to promote upcoming performances, provide support, and keep projects running smoothly. Day-to-day work varies, depending on the current show schedule and the specific needs of the theatre. This internship is a great opportunity to gain hands-on experience in one of the top theatres in the world while expanding knowledge and skills in marketing, sales, public relations and advertising for a nonprofit organization.

DAY TO DAY TASKS MAY INCLUDE:

- Fostering positive relationships with local businesses
- Setting up and coordinating participation in fairs and festivals
- Distributing promotional materials
- Documenting procedures and tips in a marketing manual
- Posting press releases and new stories on www.thehanovertheatre.org
- Researching best practices for online and social media campaigns
- Customizing online marketing and PR checklist for each new show and posting multimedia files
- Answering frequently asked questions and resolving issues via email and phone contact.
- Coordinating continued progress on ongoing projects with other interns
- Researching and inputting contacts for potential targeted audiences for street team distribution
- Additional administrative support as needed

REQUIRED COMMITMENT:

- 20 hours per week (times TBD)
- Weekdays with occasional weekend hours as needed for events
- 1 Semester (# of weeks varies by semester)

REQUIRED ATTRIBUTES:

- Strong interest in marketing
- Excellent communication skills (face-to-face and telephone)
- Proven self-starter and desire to take initiative
- Ability to prioritize and manage multiple responsibilities
- Confident personality with the motivation to achieve results
- Strong attention to detail
- Punctual and dependable
- Reliable Transportation

To apply for this internship, please email a cover letter and resume to:

internship@thehanovertheatre.org

Broadway, Music & More!