Title: Marketing & PR Intern

Location: Abingdon, MD

Reports To: Executive Director

Description

Ballet Chesapeake is seeking a student majoring in Public Relations, Marketing or Communications who is a self-motivated, eager, and detail-oriented worker with the ability to multi-task in a professional environment.

Responsibilities

Interns will work under the supervision of the Executive Director on a variety of activities including but not limited to:

* Research new and existing promotional event opportunities
* Work with team to build relationships with local cultural organizations, retailers, libraries, restaurants, salons, and other appropriate businesses to secure creative cross-promotions
* Generate leads for group sales
* Write press releases
* Social Media Content Calendar (including best practice research and content development)
* Assist with social media metrics and reporting
* Assist with communication content and distribution
* Assist with marketing content
* Assist with the organization of photography archive
* Staff special events as needed
* Other projects as assigned

Qualifications

* Currently or recently enrolled in an undergraduate program
* Able to commit to 12-15 hours per week
* Strong organization skills and attention to detail
* Independent and self-motivated
* Proficiency in general office software programs including Excel, Word, and Internet search tools
* Strong verbal and written communication skills
* Knowledge of relevant social media tools and platforms including Facebook and Instagram
* College level writing skills
* Enthusiasm, flexibility, a high level of professionalism, creativity, humor, and a love for the arts – particularly dance, encouraged
* A few nights and weekends

Ballet Chesapeake is an equal employment opportunity employer. Ballet Chesapeake internships are unpaid. Ballet Chesapeake internships are for credit (preferred) or on a volunteer basis. Ballet Chesapeake Interns are eligible for complimentary tickets to performances and discounted classes.

Contact information:

To apply for this position, please send a resume and cover letter to info@balletchesapeake.org.