



## **Marketing & PR Internship**

Skylight Music Theatre offers a part-time, unpaid internship to upper level college students and recent graduates who plan to pursue a career in professional theatre, arts administration or non-profit administration with an interest in marketing, public relations, advertising and audience development. Interns work closely with the marketing team and other departments. Semester-long, summer or full season internships available.

## **Description**

Interns are involved in day-to-day operations of the marketing department. Duties may include:

- Research, writing, editing and proofreading
- Creating social media posts and digital newsletters
- Supporting community outreach efforts
- Assisting at special events and press openings
- Updating online media calendar listings
- Researching media contacts and updating media database
- Tracking media articles and reviews

## **Preferred Qualifications**

- Outstanding writing and verbal communication
- Organized, detail-oriented and ability to multi-task
- Keen graphic and visual sense
- Good with people and self-motivated
- Experience with social media (Facebook, Instagram, Twitter, YouTube, etc.)
- Video/photography skills a plus
- Educational emphasis in PR/Marketing, Journalism or Arts Administration
- Knowledge of Microsoft Office, including Word, Excel, Outlook, PowerPoint

## **Additional information**

- Unpaid, but class college credit may be available
- Approximately 15-20 hours per week. Flexible during business hours of 9am-5pm Monday-Friday.
- Interns receive tickets to Skylight productions during their internship
- Night and weekend hours may be involved but not required

## **About Skylight Music Theatre**

- Skylight Music Theatre will celebrate its 60<sup>th</sup> anniversary season in 2019-2020.
- Skylight's mission is to bring the full spectrum of music theatre works to a wide and diverse audience in celebration of the musical and theatrical arts and their reflection of the human condition.
- Skylight is located in the Broadway Theatre Center, 158 N. Broadway, in Milwaukee's Third Ward.

Please send resume, cover letter and writing sample to Susan Heymann, Director of Marketing, at [susanh@skylightmusictheatre.org](mailto:susanh@skylightmusictheatre.org)