



ALEX THEATRE MARKETING & EVENTS INTERN

The Marketing & Events Intern will work in the Alex Theatre Marketing & Events Department in support of the day-to-day management of event bookings, marketing, and operations. Since the onset of the mandated COVID-19 shutdown of public gathering spaces, the 1,400-seat Alex Theatre's traditional business and show activities have been evolving to meet the demands of these unforeseen circumstances, thus creating a unique opportunity for the intern to have a front row seat as the venue's short-term and long-term future take shape.

The intern will report directly to the Alex Theatre's Managing Director and will work and interact with the organization's various departments, primarily collaborating with the Theatre's Client & Audiences Services team.

Duties & Responsibilities

In an administrative capacity, the intern will update the booking calendar; add files, assets, and data to the organization's databases; generate booking contracts; organize and maintain event files; and take minutes at select meetings.

On the marketing front, the intern will assist with functions such as generating newsletters; updating the Theatre's website; social media and general marketing planning; coordinating marquee and poster changes; some creation of digital assets; and producing written content as needed.

The intern can also expect to be involved in discussions, research, and operations planning related to the coronavirus pandemic.

Skills, Knowledge, and Other Requirements

The Marketing & Events Intern must have strong critical thinking, writing, and communication skills and mindful attention to detail. The ability to both work in a team setting and independently in a fast-paced environment are critical.

The intern must also be proficient and comfortable with Microsoft Word and Excel, Internet research, media outlets, and social media platforms, including Facebook, Twitter, and Instagram. Experience with managing and/or contributing to a page for a brand, project or other applicable entity (including a personal brand or project) is a plus, but not a requirement.

Familiarity and/or experience with FileMaker, WordPress, Constant Contact, Dropbox, Google Drive, and the Adobe Creative Suite are also preferred, but not required.

The intern will also be required to adhere to and maintain compliance with Glendale Arts' COVID-19 health and safety guidelines and protocols.

Learning Objectives

Upon the conclusion of the internship, the intern will have gained an understanding of the behind-the-scenes life cycle of an event, He or she will also learn about how Glendale Arts works with the multiple audiences it serves, from diverse cultural groups to arts and entertainment producers across multiple genres to community and business partners and supporters. Working on the aforementioned projects will also reinforce the intern's ability to evaluate, prioritize, and organize information and expand his or her knowledge, vocabulary, and comfort with working in the non-profit sector and marketing, media, and live entertainment fields.

Schedule

The target start date for the internship is August 3, 2020 with a December 18, 2020 end date. The 400 hours required to be completed during this time frame during consecutive weeks of work will consist of an average of 15-20 hours per week, with possible fluctuations dependent upon various factors. The start and end dates and weekly allocation of hours are flexible but must remain in keeping with LACDAC's requirements.

Workspace

The Glendale Arts leadership team is monitoring developments surrounding local, state, and federal guidelines with regards to the ability to work in the Glendale Arts Administrative Offices and the Alex Theatre. The organization is accordingly planning and implementing best practices to ensure a safe working environment for all employees, clients, talent, guests, and other visitors.

The Glendale Arts Administrative Office is where the intern is traditionally based. At this time, a date to return to the office has not yet been established; a period of remote work may be required until further notice, after which the intern will be stationed at the Glendale Arts office.

There may be occasion to occasionally work on-site at the Alex Theatre at events or attend in-person meetings. The intern will receive formal safety training and may be required to undergo COVID-19 testing and health screenings depending on the activity in compliance with the organization's and booking client's joint safety protocols.

How to Apply

To apply, please email your resume and cover letter to Alex Theatre Managing Director Maria Sahakian at msahakian@glendalearts.org and indicate that you are applying for the Marketing & Events Intern position. Please also submit applicable writing samples.

Due to the number of inquiries we receive, candidates will only be contacted in the event that they have been selected for an interview. No phone calls please.