



## **Marketing Interns Summer 2018**

### **About Starlight:**

Starlight Theatre, recent winner of the Venue Excellence Award from the International Association of Venue Managers (IAVM), is the largest and oldest performing arts organization in Kansas City and the second largest outdoor producing theatre in the country. Opened as a theatre in 1950 and as a nonprofit organization in 1951, Starlight presents and produces Broadway musicals and concerts while offering extensive community outreach and educational programming, including master classes, scholarships and Starlight's Blue Star Awards, one of the largest high school musical theatre award programs in the country. Located on 16 acres, Starlight's venue includes rehearsal halls, gift store, club area for dining, concessions, gardens, fountains and a 10-story, climate-controlled stage.

### **Position Description:**

Two interns will have the unique opportunity to get hands-on experience with Starlight's Marketing Department during the 2018 Broadway and Concert seasons. The Marketing interns will work in a fast-paced environment collaborating on a broad base of projects. Interns need to demonstrate strong communication and customer service skills, pay close attention to detail, exude energy and enthusiasm, and be willing to work evenings and weekends during Broadway shows and concerts. Marketing interns will assist, as needed, with other departments including the Education Department and at all special events.

### **Duties:**

Interns will assist in a variety of marketing efforts for the Broadway and Concert series. Depending upon the individuals' skill sets and interests, there may be some separation of duties among the Marketing interns.

Writing and communication-oriented duties will include, but are not limited to, assisting in mass media marketing efforts; writing copy for emails, blog posts, social media and press releases; submitting calendar listings; updating media lists; and transporting cast members to media interviews. Design-oriented duties will include, but are not limited to, graphic design and content development for show collateral, signage, website, blog, social media and more.

Both interns will assist with multiple duties in advance of and on Broadway and Concert show nights to include maintaining marketing databases; coordinating ticket allocations; assisting with sponsor, media and other partner promotions; escorting photographers; and greeting guests, sponsors and other VIP guests in Starlight's private club.

### **Majors Desired:**

Marketing, Graphic Design, Strategic Communications, Journalism, Business, Hospitality Management

**Required Computer Skills:** Windows, Microsoft Office products and Internet usage

**Preferred Skills:** Adobe Creative Suite, Video production and editing software

**Other:** Must have a valid driver's license and reliable transportation; knowledge of and an affinity for Broadway musicals is a plus

**Compensation:** \$8.00 per hour, plus overtime

**Time Commitment:** Full-time (40+ hours per week), 13 weeks, with preferred start date the week of May 14 or 21. Some evening and weekend hours will be part of the commitment. Start and end dates are negotiable.

**Application Method:** E-mail is required.

**Application Deadline:** Monday, February 26, 2018 (Early application is preferred.)

**Application Process:**

- 1. Review the Application Instructions found here:**  
<http://www.kcstarlight.com/education/bob-rohlf-internship-program>
- 2. Submit the following documents by the deadline:**
  - a. Application
  - b. Cover Letter with required questions to be answered (See Application Instructions.)
  - c. Résumé
  - d. Up to three writing and/or design samples from previous employment, internships or coursework.
- 3. Wait to be contacted.** The hiring party for the position will advise each candidate regarding receipt of materials as well as candidate status. We strive to complete the hiring process in as timely and efficient a manner as possible - shortly after the deadline date.
- 4. If you are selected for an interview, we may conduct it in person at the theatre, or via an online entity. In-person is preferred.**

**For more information on these positions:**

Starlight Theatre Association of Kansas City  
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