



Marketing Communications Intern Summer 2020

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, club area for dining, concessions, gardens, fountains and a 10-story, climate-controlled stage.

Position Description:

The Marketing Communications intern will have the unique opportunity to get hands-on experience with Starlight's Marketing Department during the 2020 Starlight Indoors season. This intern will work in a fast-paced environment and collaborate on a broad base of projects. Candidates must demonstrate strong communication and customer service skills, pay close attention to detail, exude energy and enthusiasm, and be willing to work occasional evenings and weekends during Starlight Indoors shows. The Marketing Communications intern will assist, as needed, with other departments and at select special events.

Duties:

The Marketing Communications intern will assist in a variety of press, marketing, promotional and communication efforts for the Starlight Indoors series and additional department marketing initiatives.

Duties will include, but are not limited to, writing copy for Starlight Indoors, Broadway and concerts press kits, emails, blog posts, social media and press releases; writing copy for education, development and other department-specific initiatives; submitting calendar listings; assisting in mass media and promotional marketing efforts; assisting with sponsor materials and marketing efforts; brainstorming guerilla marketing efforts and additional promotions; and accompanying cast members at media interviews.

The Marketing Communications intern will assist with multiple duties in advance of and on Starlight Indoors 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 Applause Club.

Majors Desired:

Marketing, Journalism, Strategic Communications, Business

Required Skills: AP Style, Windows, Microsoft Office products and Internet usage

Preferred Skills: Experience with Adobe Creative Suite a plus

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

Compensation: \$9.50 per hour, plus overtime

Time Commitment: Part-time (20+ hours per week), 12 weeks, with preferred start date the week of January 6. Some evening and weekend hours will be part of the commitment.

Application Method: E-mail is required.

Application Deadline: Monday, October 7, 2019 (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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