

Marketing Internship Opportunity



Posting Title: Cultural Services Marketing Intern

Number of Openings: 1

Work Schedule: Varies. Much can be flexible during the day to fit within the intern's schedule. Must be available for evenings and weekends.

Hours Per Week: 9

Acceptable range of credits for this internship: Two terms, three credits each.

Desired Start Date: January 2016

Position Description:

Intern Responsibilities: The Intern provides valuable grassroots marketing support. Primary project areas include, but are not limited to:

- **Posting:** Distributing posters to specific locations in Eugene. Providing strategic input on what locations make the most sense for specific events.
- **Street Marketing:** Interacting with the public, handing out flyers, talking about performances.
- **Intercept Surveys:** Asking patrons to take short surveys in the Hult Center lobby before performances
- **Analysis of Efforts:** Entering survey response data and analyzing results. Making recommendations for improvement. Providing analysis and recommendations for improvement of other grassroots efforts, based on ongoing experience.
- **Lobby Tabling:** Run marketing efforts in the Hult Center lobby before performances begin. This can include running games, providing information and engaging with patrons.
- **Strategic Team Planning:** Work alongside the Marketing team to develop marketing strategies.
- **Other Duties:** Interns may be asked to provide support for other departments or projects as needed

Skills & Abilities

- Enthusiasm for performing arts and other art forms
- Ability to engage with the public in a clear, friendly, respectful and exuberant manner
- Ability to write, proofread, spell and understand the basics of good written communication
- Ability to work collaboratively as part of a team
- Ability to work within established systems and guidelines
- Good judgment
- Evening & weekend availability required
- Strong time management skills
- Experience with Word, Excel & Outlook for Windows

Qualifications:

- Understanding of basic marketing practices. Some education in marketing or communications preferred.
- Bilingual a plus