



Center for Puppetry Arts Marketing Internship

Marketing interns assist the Marketing Director and Associate Marketing Director in day-to-day activities of the department. Interns are considered an integral part of a multi-person team and, as such, their ideas and input will be valued. These internships provide valuable, real-world experience, as well as witness the work of an active art non-profit.

Interns will work 10-15 hours per week during the current quarter/semester, for the goal to have between 150-250 hours. Those hours may be worked M-F, 9-6, in any combination at the discretion of the intern and the supervisor. On the successful completion of the mutually agreed upon requirements of this internship, the intern will receive a \$200 stipend. This stipend is in gratitude of the intern's dedication to our organization and represents a nominal fee denoting the relative sacrifice of the intern's volunteer status. In addition, the intern will receive 4 free tickets to all Family Series performances and 2 free tickets to all Adult & Teen Series performances during their internship, as well as a 20% discount in the Center's Museum Store.

Marketing interns must be focused, organized, self-motivated, detail-oriented, and possess strong writing skills. If in college, the intern must be majoring in a communication-related field with a GPA of at least 3.0. Non-college applicants will be considered if they can demonstrate a real interest/need in gaining experience in the field. Preference is given to applicants with experience working with nonprofits or who intend to pursue a career in the arts. **Marketing interns can expect assignments in some of the following categories:**

Public Relations

- Assisting with the writing of press releases, media advisories, and/or PR briefs
- Creating emails in [MailChimp](#) to promote upcoming programs
- Clipping press mentions and maintaining the digital and physical press archives
- Helping to execute plans to promote select programs—performances, films, workshops, etc.

Promotions/Special Events

- Developing cross promotions with other organizations - special offers, collateral exchanges, etc.
- Assisting with the creation and execution of occasional auxiliary events (i.e. theme weekends, cultural events)
- Researching community events at which the Center is considering having a presence
- Representing the Center at off-site events

Video

- Special opportunities are available for interns with video filming and editing skills

Other duties may include:

- Attending and assisting with set up and break down of Center events
- Maintaining promotional kiosks in the building
- Distributing Center materials to partners and potential audiences
- Fulfilling ticket donation requests
- Researching potential group sales leads: conventions, family reunions, tour operators, etc.
- Mailing projects
- Miscellaneous administrative tasks as assigned, including internet research and data entry



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REQUIRED APPLICATION MATERIALS

- Cover Letter/Letter of Interest (*please indicate the two marketing categories that you are most interested in pursuing*)
- 2 to 3 Writing Samples
- Resume
- Course Requirements (if applicable)

PLEASE SUBMIT ALL MATERIALS TO:

Center for Puppetry Arts
ATTN: Internship Coordinator
1404 Spring St. NW
Atlanta, GA 30309

OR

Email: internship@puppet.org

In Subject Line: "Name" – "internship applying for"

Example: John Smith – 2013 Spring Development Internship

Please note any attachment over 10 MB may need to be sent in separate emails.

No Phone Calls Please: if you have questions please email Megan Montague at internship@puppet.org