



MARKETING INTERNSHIP

Grand Rapids Civic Theatre is committed to enhancing the cultural life of West Michigan by creating opportunities for people to enjoy live theatre performance using community artists, and to provide access to a comprehensive theatre arts education program for all ages. Through this internship, you will get a front row seat to marketing and brand management for a non-profit organization.

JOB DUTIES

- Support overall marketing strategy including blog and copywriting, social media efforts, videography, email communication, story cultivation, website maintenance, and graphic design.
- Social media content creation
- Coverage of events for the organization
- Management of community calendars
- Design of advertising and print materials for various marketing campaigns
- Engagement within the organization as needed
- Organization and administrative projects
- Other duties as assigned

SKILLS | REQUIREMENTS

- Current college student or recent graduate interested in the field of marketing or advertising
- Strong Microsoft Office skills required
- Ability to work in a collaborative setting as well as independently
- Proficiency with social media platforms including Facebook, Instagram, and Twitter
- Experience working on the WordPress website platform and Illustrator strongly preferred

HOURS & COMPENSATION

Internship will run on a semester basis, with hours needed to fulfill requirements for college credit. Position may include some evening and weekend activities. This is an unpaid position; internship must be completed for college credit.

HOW TO APPLY

To apply please send your resume to Ashley Wierenga, Marketing Coordinator at a.wierenga@grct.org.