

## **Steven Tanger Center for the Performing Arts Marketing Internship**

Steven Tanger Center for the Performing Arts will be a state-of-the-art facility with a seating capacity of approximately 3,000. The venue will be located in downtown Greensboro at the site surrounded by North Elm and East Lindsay Streets and Summit Avenue (since renamed Abe Brenner Place). The Tanger Center is projected to host nearly 150 events per year and will be managed by the staff of the Greensboro Coliseum Complex. The Tanger Center will host a diverse variety of events including concerts, Guilford College's Bryan Series, Greensboro Symphony Orchestra performances, comedy shows and all types of family entertainment including Broadway and other live theatrical productions.

**Position:** Marketing/Communications Intern

**Description:** Tanger Center is looking for a qualified intern to join our marketing/advertising team. The Marketing/Communications Intern will assist the whole of the marketing department staff. Interns will get a hands on look into what goes into promotions and advertising campaigns for both Broadway tours, concert, comedy and family shows.

Projects may include maintaining a presence for Tanger Center on social networking websites and event calendars; assisting with media relations and press; participating in strategic planning and special events; help promote Tanger Center events by organizing promotional efforts both internally and on a grassroots level; and assist with daily administrative duties. Interns should be adaptable and quick learners who are prepared to work in a fast-paced environment. A desire to work in the entertainment industry is a must. Please note this will be a semester long internship.

### **Responsibilities:**

- Work with the whole of the marketing department staff on projects as assigned
- Utilize Photoshop, InDesign, & Illustrator to make promotional graphics for all events at Tanger Center. This will include print ads, posters, flyers, social media, email blasts, etc.
- Work with marketing staff at events as a media liaison and act as the social media coordinator for the night, and/or help at special events with provided assignments/tasks.
- Assist in the distribution or delivery of marketing materials.
- Provide support, content creation and monitor all Tanger Center social media accounts.

### **Qualifications:**

- Undergraduate student majoring in Business/Marketing, Communications/PR preferred but not required
- Experience in graphic design including Photoshop, Illustrator, InDesign is a plus but not required.
- Video experience/creation is a plus
- Excellent verbal and written communication skills
- Ability to take direction and multi-task in a fast pace work environment

- Availability to work at least 8 to 10 hours per week at the Coliseum and/or Tanger Center with occasional availability on weekends and special events. Some special Tanger Center events are mandatory depending on semester.
- Candidates must be based in the Triad (during the semester) and have reliable transportation to work out of the Coliseum offices.
- Interns must be fully vaccinated against COVID-19 by definition from current CDC guidelines.

**Start Date:**

Internships generally begin with school semesters (i.e. January for a spring intern and August for a fall intern).

\*Position open until filled, requires 4 – 6 month commitment.

**Hours:** Availability to work at least 8-10 hours per week at the Coliseum/Tanger Center with some availability on nights and weekends. Some special Tanger Center events are mandatory depending on semester.

**Compensation:** This is an Unpaid/Volunteer internship. You must receive academic credit to participate.

**To Apply:** Individuals interested in the Marketing/PR Internship with the Coliseum should forward their resume and all applicable information regarding their college internship program to [jessica.aguirre@greensboro-nc.gov](mailto:jessica.aguirre@greensboro-nc.gov). Please enter “Marketing Internship” in the subject line.

Hiring Manager

Jessica Aguirre, Advertising Specialist

[jessica.aguirre@greensboro-nc.gov](mailto:jessica.aguirre@greensboro-nc.gov)