

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

Steven Tanger Center for the Performing Arts is a state-of-the-art facility with a seating capacity of approximately 3,000. The venue is located in downtown Greensboro. Since its opening in September 2021, the Tanger Center has hosted over 400,000 patrons and a wide variety of live entertainment including concerts from multi-platinum selling artists including Sting, Josh Groban, Patti LaBelle, Boyz II Men and Little Big Town, as well as a record-setting runs of Broadway sensations WICKED and Disney's THE LION KING.

**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 Greensboro Coliseum and Tanger Center 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 Tanger Center 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

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