**Marketing and Social Media Intern**

*Winston-Salem Symphony*

**Symphony Overview**: Over the past 75 years, the Winston-Salem Symphony has grown into a nationally recognized regional orchestra employing 75 professional musicians on a per service basis. Currently, the orchestra performs 30 concerts per year, presenting both classical masterworks and popular repertoire. The Symphony also boasts a 120-voice volunteer Chorus and an inspiring music education program that includes in-school chamber ensemble and full orchestra programs, a P.L.A.Y. Music Program that provides in-and-after-school instrumental music instruction to primarily youth at-risk, family concerts, and a Youth Orchestra program consisting of four ensembles in which students earn their positon by audition.

**Position Summary:** The Marketing and Social Media Intern will assist with implementing single ticket and subscription sales campaigns, collaborating and creating online content through popular social media platforms, and support the advertising campaign for a Fall and Spring edition of the Playbill. Interns may gain experience in one or more of the following aspects of arts administration, with specific duties determined by their internship manager. The Marketing and Social Media Intern reports to Joey Burdette and Brian French. Selected candidates will be **required to complete a background check**. Duties may include:

* Assisting in the development and creation of WSS branding promotional materials, and communications for ticket sales, concerts, events, and services.
* Attending informational tables, distributing promotional materials and educating the community.
* Assisting in the creation and scheduling of social media content *(Instagram, Twitter, Facebook).*
* Aiding in the development of social media policies and marketing plans.
* Researching and evaluating competitor marketing strategies and media content.
* Performing administrative duties (filing, copying, organizing, assembling mailers, etc.).
* Ability to take initiative, follow direction, work collaboratively, and represent the Symphony in a professional manner.
* Providing future recommendations for marketing and social media management based on current trends.

**Minimum Internship Requirements:**

High school diploma or higher. Prospective interns may be currently enrolled in an accredited institution or a recent graduate of an accredited college. Arts administration, event planning, marketing, nonprofit management, or related degree program preferred.

**Specific Knowledge/ Skills:**

• Enthusiastic about working with donors, board members, patrons, and artists.

• Able to manage in a flexible, calm, patient, and forgiving manner.

• Must have strong organizational, detail management, written, and interpersonal communication skills.

• Self-motivation and strong time management skills.

• Working knowledge of Microsoft Office. Experience with Access, and Publisher a plus.

• Must be punctual, persistent, a problem solver, timely, creative, and have sustained energy.

**Availability:**

• Office Hours, Monday/Friday, anytime between 9am and 5pm with weekends and nights during concert times. **Interns are expected to be available nights and weekends for concerts and events and if offered an internship, interns will be given dates with advanced notice**.

• Length and time period of internship will depend on each intern’s goals, university requirements, and Symphony needs.

**Working Conditions:** The position is considered an unpaid internship and requires 10/30 hours a week (depending on role assigned). The intern will be provided with all tools necessary to complete job requirements. While the majority of the position duties will be completed in the office, some events are outdoors and in the concert hall.

***Interns must have reliable transportation in order to transport supplies to events, attend required concerts, or attend off-site meetings.***

**Application Process:** Prospective interns are required to submit internship materials by June 15 for a fall internship and November 15 for a spring internship. After these dates, applications are not accepted. Selected candidates will be asked to complete an interview process. Please send application materials online to, Rachel Watson rwatson@wssymphony.org or to the mailing address:

**Winston Salem Symphony**

**Attn: Rachel Watson**

**301 N Main St. Ste 1901**

**Winston-Salem, NC 27101**

The following materials are required to apply. Applications missing materials will not be considered:

* Winston Salem Symphony Internship Application
* Resume
* Cover letter
* Three professional references *(must include - name of reference, title of reference, relation to reference, years known, reference email and phone number)*
* Unofficial college transcript (in pdf format)

*The Winston-Salem Symphony is an equal opportunity employer and all qualified applicants will receive consideration for an unpaid internship without regard to race, color, religion, sex, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.*