

## Marketing/Multimedia

The following internship placements are available in the Kennedy Center Marketing, Advertising and Multimedia Departments

[Editorial Communications Intern](#)

[Strategy Intern](#)

[Social Media Intern](#)

[Graphic Design Intern](#)

[Multimedia Intern](#)

### **Advertising: Editorial Communications Intern**

*Description:* The Editorial Communications Intern researches, writes, edits, updates, and publishes creative copy for print, radio, email, web, and promotional projects; integrates media assets (photos, videos, articles, reviews, etc.) into communications using content management tools; routes projects to reviewers and collates feedback; assists with editorial and event needs for the *MyTix* millennial program; and provides communication staff support as needed. Candidates should have solid creative writing, proofing, and organization skills.

#### *Learning Objectives:*

1. Collaborative creativity: Interns develop and refine advertising collateral while balancing perspectives and input from marketers, programmers, designers, and more.
2. Media-specific messaging: Interns adapt advertising language and campaign materials using specific messaging techniques for print, radio, and web channels.
3. Time management: Interns will actively prioritize and establish effective strategies to manage multiple deadlines, projects, and production schedules on a day-to-day basis.

*Placement Projects:* An Editorial Communications Intern will contribute to the following projects throughout the internship experience:

#### Project A: Email Advertising

Using a combination of in-house tools and WordFly, interns will conceptualize, write, build, route, and deploy marketing emails for campaigns spanning numerous institutional goals, genres, programs, and performances.

#### Project B: Collateral production

As part of the Kennedy Center's in-house advertising team, interns will research and write compelling and creative copy for collateral ranging from print ads and direct mail pieces to produced radio spots.

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Project C: Website maintenance

Interns will help research, develop, and maintain enticing and informative copy across the Kennedy Center website, including short-form abstracts, long-form event blurbs, and language specifically tailored for target demographics of the Kennedy Center's *MyTix* program.

**Advertising/Marketing: Strategy Intern**

*Description:* The Kennedy Center's marketing team plans and executes innovative, thoughtful, and comprehensive marketing strategies for all of the Kennedy Center's presentations, focusing on brand perception, positioning, pricing, and sales tactics. We are seeking enthusiastic future marketers who love research, creative thinking, data, and the arts!

*Learning Objectives:*

1. Time Management: The ability to adhere to time-sensitive deadlines
2. Research, Analysis and Summary: The ability to research constructively and independently, as well as compile results for usage by the marketing department at large
3. Professional Communication: The ability to communicate effectively and efficiently within the department, as well as with vendors outside the Kennedy Center

*Placement Projects:* A Kennedy Center Marketing Strategy Intern will contribute to the following projects throughout their internship experience:

Project A: 2017-2018 Season Marketing Summaries

Marketing Summaries are short overviews about each production's content. They help give the marketing managers and individuals in other departments a quick glance at productions for reference and general knowledge.

Project B: TheaterMania Email Blasts for the Summer Term

TheaterMania email blasts are sent by the TheaterMania organization to their own list of email addresses/names. We are responsible for giving them the text and images for the blast through the Theatermania website. We communicate internally and externally to receive the approval needed of the email content and design prior to sending.

Project C: Affinity Research and Outreach for Summer and Fall 2017 performances

Affinity marketing is our way of reaching our target markets for specific shows. We research and contact various local organizations, groups and cultures to promote our upcoming events. We will be contacting local restaurants who may be interested in a partnership with the Kennedy Center.

**Marketing: Social Media Intern**

*Description:* The Social Media Intern works with the Marketing and Sales Team, and interdepartmentally, to support and enhance the Kennedy Center's social voice and help drive its robust campaign efforts, including those of the Washington National Opera and National Symphony Orchestra. This internship requires a passion for all things social media, especially as it relates to the performing arts. The Social Media Intern will assist with maintaining and updating content schedules, compiling noteworthy articles, post ideas, and digital assets, and respond to patron inquiries with the guidance of the Social Media Manager. This is a wonderful opportunity to learn the ins and outs of marketing with social media tools, both to promote ticket sales and to engage an international community of arts enthusiasts.

*Learning Objectives:*

1. Learn to work collaboratively and cross-departmentally, engaging several voices to achieve a broader goal.
2. Learn how to tell the same narrative on different platforms, without sacrificing meaning or clarity.
3. Learn how to effectively communicate campaign objectives and goals, both in terms of scope and data-driven importance.

*Placement Projects:* A Social Media Intern will contribute to the following projects throughout the internship experience:

**Project: Internship Program Support**

- Phase 1
  - In concert with the Social Media Manager, devise a schedule of posts supporting the Kennedy Center Internship Program and its recruitment efforts.
  - Research new and unique methods of social media outreach to support the Kennedy Center Internship Program, utilizing paid and organic approaches.
  - Consider new and engaging content ideas that also support cross-departmental collaboration.
- Phase 2
  - Work in concert with other departments and interns, past and present, to devise original content to support the campaigns planned for Phase 2.
  - Deploy content utilizing cross-platform approaches.
  - Report on results to Social Media Manager and Internship Program Coordinator.

**Advertising/Marketing: Graphic Design Intern**

*Description:* The Advertising Department creates print collateral, web and email graphics, signage, artwork, and more in support of selling the Kennedy Center's performances and contributing to the patron experience at the center. Please include three design portfolio pieces (PDF) or a link to a portfolio website in your application

*Learning Objectives:*

1. Develop marketing campaign artwork and use that artwork across a variety of collateral
2. Manage multiple projects with overlapping deadlines of varied lengths

3. Create effective and interesting designs while working within a style guide

*Placement Projects:* In addition to administrative duties as assigned, Kennedy Center Graphic Design Intern will contribute to the following projects during their internship experience:

Placement Project A: Kennedy Center Subscriber Guides

The intern will develop layouts for the Kennedy Center's three separate Subscriber Guides while working within the Kennedy Center's branding guidelines.

Placement Project B: Kennedy Center Program Marketing Inserts

The intern will design program marketing inserts for summer productions using original designs or artwork supplied by touring companies or created by other designers on the team.

Placement Project C: Kennedy Center Internship Social Media Posts

The intern will work with other marketing interns to develop social media posts relating to the internship experience at the Kennedy Center.

**Multimedia Intern**

*Description:* The Multimedia Department is responsible for managing the delivery of multimedia assets across the Kennedy Center. This includes live event production, short and long form promotional content, and in-show content. The Intern assists in the filming of performances, live broadcasting, the making of short documentary features on leading artists and musicians, web content creation and delivery, video and photo editing, logging and capturing, and other media related tasks. The Intern should have experience in professional video production and multimedia content creation and delivery, camera operation, familiarity with non-linear video editing (e.g. Adobe Premiere), and image processing (e.g. Adobe Photoshop).

*Learning Objectives:*

1. Knowledge of what it takes to put on a live multi-camera performance.
2. Knowledge of the equipment and best practices involved in documentary filmmaking.
3. Knowledge of the software involved in multimedia production.

*Placement Projects:* A Multimedia Intern will contribute to the following projects throughout the internship experience:

Project A: Millennium Stage Camera Operation

Intern will work with a team of other camera operators and a Director to produce live event video for the Millennium Stage.

Project B: Millennium Stage Website Administration

Intern will upload images and edit descriptions for the Millennium Stage website.

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Project C: Production and Post Production

Intern will assist in equipment operation and editing for promotional and documentary videos related to Kennedy Center programming.

**Ready to apply?**

[Click Here](#) to visit our website and submit an online application!