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.
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.

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.