

2024 IVRT SOCIAL MEDIA/MARKETING INTERNSHIP

Principle Job duties and Learning Objectives

PRINCIPLE JOB DUTIES

- As Social Media/Marketing Intern for Inland Valley Repertory Theatre, you will flex your creativity and curiosity by researching and creating usable and reusable content to engage our audience and maximize our social media presence. You will work with passionate and highly creative people in a safe and friendly environment, helping IVRT share its story with the community.
- The 2024 Social Media/Marketing Intern at Inland Valley Repertory Theatre will focus on expanding our social media presence with an eye to our efforts towards diversity, equity, inclusion, and belonging (DEIB), using platforms including YouTube and LinkedIn, in addition to Facebook, Twitter, and Instagram. The intern will use social media to promote our plays and musicals, play readings, and educational outreach programs. The intern will be tasked with creating usable and reusable content based on our organization's brand of theatre voice; creating conversation spaces to engage our audience not only with our programs but also around topics including industry-specific, holidays, pop culture moments, etc.; devising specialty campaign ideas; and collaborating with influencers to leverage their networks. The intern will coordinate and work directly with our marketing team, board members and volunteers.
- Additional day-to-day tasks will include attending and representing IVRT at community events, and learning networking skills, making phone calls, attending meetings, and collaborating with other organizations.
- The Social Media/Marketing Intern should have experience creating written, visual and/or video content for online marketing purposes and have proven copywriting, proofreading and research skills. The ideal candidate will be creative, detail-oriented, punctual and flexible, and have excellent time management skills. Curiosity and passion for theatre arts and the ability to connect a theatre perspective to pop culture, current events and history is a huge plus. A high level of oral and written communication skills is mandatory as are basic computer skills including the Microsoft Office programs (Word, Excel, PowerPoint) and fluency with standard social media platforms. Experience using Canva and photography skills are a plus.

LEARNING OBJECTIVES

1. The intern will gain knowledge of branding strategies and implementation.
2. The intern will learn how to create content consistent with the tone and voice of the brand.
3. The intern will learn how to create a targeted customer profile.
4. The intern will learn how to navigate the day-to-day operations of a small nonprofit arts organization.
5. The intern will improve their networking skills in a safe and nurturing environment.

This position pays \$17.28/hour for a total of 400 hours. Position may be completed hybrid (in person/online) and must be completed by February 28, 2025. Most of the hours will be completed during the summer 2024. Candidate must currently reside in and/or attend school in Los Angeles County.

TO APPLY

Upload your resume and fill out the APPLY form at: <https://forms.gle/ihjLDcBH1YqDWpVn9>