



Marketing & PR Internship

Skylight Music Theatre offers a part-time, unpaid internship to upper level college students and recent graduates who plan to pursue a career in professional theatre, arts administration or non-profit administration with an interest in marketing, public relations, advertising and audience development. Interns work closely with the marketing team and other departments. Semester-long, summer or full season internships available.

Description

Interns are involved in day-to-day operations of the marketing department. Duties may include:

- Research, writing, editing and proofreading
- Creating social media posts and digital newsletters
- Supporting community outreach efforts
- Assisting at special events and press openings
- Updating online media calendar listings
- Researching media contacts and updating media database
- Tracking media articles and reviews

Preferred Qualifications

- Outstanding writing and verbal communication
- Organized, detail-oriented and ability to multi-task
- Keen graphic and visual sense
- Good with people and self-motivated
- Experience with social media (Facebook, Instagram, Twitter, YouTube, etc.)
- Video/photography skills a plus
- Educational emphasis in PR/Marketing, Journalism or Arts Administration
- Knowledge of Microsoft Office, including Word, Excel, Outlook, PowerPoint

Additional information

- Unpaid, but class college credit may be available
- Approximately 15-20 hours per week. Flexible during business hours of 9am-5pm Monday-Friday.
- Interns receive tickets to Skylight productions during their internship
- Night and weekend hours may be involved but not required

About Skylight Music Theatre

- Skylight Music Theatre is preparing for its 61st season in 2020-2021. It will mark the inaugural season for new Skylight Music Theatre Artistic Director, Michael Unger.
- Skylight's mission is to bring the full spectrum of music theatre works to a wide and diverse audience in celebration of the musical and theatrical arts and their reflection of the human condition.
- Skylight is located in the Broadway Theatre Center, 158 N. Broadway, in Milwaukee's Third Ward.

Please send resume, cover letter and writing sample to Susan Heymann, Director of Marketing, at susanh@skylightmusictheatre.org