New Jersey Symphony Orchestra

Title: Marketing & Social Media Intern

Location: Newark, NJ

Job Type: Co-op/Internship

Compensation Type: Non-paid

Start Date: 5/23/2016    Close Date: 4/29/2016

Job Description: The Marketing Department of the New Jersey Symphony Orchestra seeks a highly motivated intern to lend support in the areas of social media; subscriptions, single tickets and group sales; and grassroots research and promotion. Our ideal candidate will be an organized self-starter with excellent communication skills and ability to brainstorm creative marketing strategies. This is a great opportunity to gain valuable knowledge and experience in marketing and/or arts management.

Primary Responsibilities:

• Participate in monitoring the NJSO’s social media presence.
• Research and write social media content for NJSO performances, education programs and community events; assist in administrating the NJSO’s social media plan and editorial calendar.
• Assist with maintaining photo archives of NJSO concerts and community events.
• Provide support for grassroots marketing efforts, including researching influential community groups, leaders and local businesses within specific NJSO venue areas.
• Submit NJSO events to online calendar listings and other arts calendars.
• Provide on-site support for NJSO concerts and special events.
• Provide general administrative support to the Marketing Department and other duties as assigned.

Qualifications:

• Strong written and verbal communication skills, including proofreading skills.
• Basic knowledge of features on Facebook, Twitter and other social media outlets.
• Awareness of current social media trends and willingness to explore, adapt and respond quickly to the constantly changing social media environment.
• Excellent ability to analyze and interpret data, and identify patterns.
• Excellent administrative, organizational and internet research skills.
• Ability to multi-task and meet deadlines.
• Knowledge of Microsoft Office.
• Motivation and enthusiasm to develop your skills in marketing and social media.
• Knowledge of the performing arts and/or music education, and a sincere desire to make classical music accessible to new and diverse audiences.

Application Instructions:

Please email (preferred), fax or mail a cover letter and resume to the attention Danielle Green at dgreen@njsymphony.org. Cover letters should outline career goals, how this internship fits within those goals, experience in arts management and availability.

If applying by email, please reference the name of the internship in the subject line. Mailed and faxed applications should be sent to:

Danielle Green  
New Jersey Symphony Orchestra  
60 Park Place, 9th Floor  
Newark, NJ 07102  
Fax: 973.624.2115

No phone calls, please.

Please visit http://www.njsymphony.org/about-njso/careers-auditions/administrative-internships for additional information, including the benefits of an internship with the NJSO.

About the Organization:

Named “a vital, artistically significant musical organization” by The Wall Street Journal, the New Jersey Symphony Orchestra embodies that vitality through its statewide presence and critically acclaimed performances, education partnerships and unparalleled access to music and the Orchestra’s superb musicians.

Under the leadership of newly-appointed Music Director Xian Zhang, the NJSO presents classical, pops and family programs, as well as outdoor summer concerts and special events. Embracing its legacy as a statewide orchestra, the NJSO is the resident orchestra of the New Jersey Performing Arts Center in Newark and regularly performs at the State Theatre in New Brunswick, Count Basie Theatre in Red Bank, Richardson Auditorium in Princeton, Mayo Performing Arts Center in Morristown and bergenPAC in Englewood. Partnerships with New Jersey arts organizations, universities and civic organizations remain a key element of the Orchestra’s statewide identity.

In addition to its lauded artistic programming, the NJSO presents a suite of education and community engagement programs that promote meaningful, lifelong engagement with live music. Programs include school-time Concerts for Young People performances and multiple offerings—including the NJSO Youth Orchestras family of student ensembles and El Sistema-inspired NJSO CHAMPS (Character, Achievement and Music Project)—that provide and promote instrumental instruction as part of the NJSO Academy. The NJSO’s REACH
(Resources for Education and Community Harmony) chamber music program annually brings original programs—designed and performed by NJSO musicians—to a variety of settings, reaching as many as 22,000 people in nearly all of New Jersey’s 21 counties.

**Disclaimer Information:** The New Jersey Symphony Orchestra is an equal opportunity employer.