



MICHAEL J. BOBBITT  
artistic director

MOESIAN CENTER FOR THE ARTS  
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ADMINISTRATIVE OFFICE  
80 Elm Street  
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## Marketing & Audience Development Intern

**Position:** Marketing & Audience Development Intern

**Position Status:** Part-Time Internship

**Reports to:** Communications Director

**Updated:** November 9, 2020

**Anti-Racism/Diversity Statement:** New Repertory Theatre will create internal organizational systems, processes, structures and cultures that encourage any person to engage with us. In creating an equitable culture, we actively seek diversity, inclusivity and accessibility because we want the stories of all people to be reflected in the stories we tell in our productions.

**New Rep has defined the following as our organizational culture benchmarks:**

- Relaxed
- Fun/Humorous
- Productive/Hardworking
- Collaborative/Supportive/Team Player
- Health/Wellness
- Communicative/Transparent
- Entrepreneurial/Growth/Innovation
- Thrifty/Not Cheap

### **Job Description:**

The Marketing & Audience Development Intern is part of the Marketing and Patron Services Team, and supports all of New Rep's endeavors in external communications. This part-time position is for college credit only and requires approximately 15 hours/week, but can be adjusted to accommodate the requirements of your academic program.

The Marketing & Audience Development Intern will report to the Communications Director and will work closely with the Marketing Associate and Development team.

The Marketing & Audience Development Intern may choose to work remotely or on site, as long as it is safe for us to return to the office.

**The broad responsibilities and duties of the Marketing & Audience Development Intern include:**

- **Support Digital Marketing Efforts**  
In close cooperation with the Marketing Associate, gather/create content for social media posts and eblasts. Write and schedule social media posts (Facebook, Instagram, Twitter, TikTok); design and schedule eblasts (ConstantContact).



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- **Share Events on Public Calendars**

Post New Rep productions and events on StageSource's Stage Page, Opus Affair, and the ArtsBoston calendar. Research local community calendars and share there, as well.

- **Support Audience Cultivation/Engagement Events**

Even in the virtual age, New Rep places great importance on engaging with our potential and current audiences beyond a performance. The Marketing & Audience Development Intern will work with the Marketing & Patron Services Team, and the Artistic & Engagement Manager, to brainstorm and implement cultivation and engagement events surrounding each program/production.

- **Box Office/Patron Services Support**

Provide support for database projects and customer service as needed.

- **Research and Additional Projects**

A large part of marketing and audience development is staying relevant! The Marketing & Audience Development Intern will often be asked to do some research on trends in the theatre industry, digital communications, etc. They will also be asked to assist on various additional projects as the need arises throughout the semester.

#### Qualifications:

- Must be at least a rising sophomore in a credit-granting college/university program
- Passion for the performing arts
- Great attention to detail
- Deadline-oriented
- A cooperative attitude and ability to work well as part of a team

#### How to Apply

Interested applicants should please send a resume and letter of interest to [jacllyndentino@newrep.org](mailto:jacllyndentino@newrep.org). Review of applicants will begin immediately.