

Position: Summer Digital Marketing Intern

The Madison Symphony Orchestra (MSO) is offering an unpaid internship (12 hours/week) in our Marketing Department. This internship will be valuable to individuals with a strong interest in marketing and communications and/or the field of arts administration. Interns can expect to leave with new knowledge, writing and graphic design samples, connections for future networking, and a reference from a professional work environment. This internship will begin in May or June and continue through August or September.

Key responsibilities of the Digital Marketing Intern focus on preparing promotions for our 2024/2025 Symphony and Organ seasons. Under the direction of the Marketing Communication Manager, duties include:

- Write shortened concert descriptions and submit concert information to online community calendars
- Write press releases for each concert
- Generate ideas for social media content, blog posts, and short-form video for each concert
- Assist in developing an editorial calendar for the season
- Assist in preparing social media graphics for each concert
- Assist in designing marketing emails using MailChimp
- Assist in updating website and posting to social media as needed
- Other duties as assigned

Qualifications and Skills:

- Current or incoming college student
- Excellent written and verbal communication skills
- Strong organizational skills
- Knowledge of classical music preferred
- Understanding of social media platforms; WordPress knowledge a bonus
- Graphic design experience (Adobe Creative Suite and/or Canva) preferred

To apply, please email a cover letter and resume to Amanda Dill at adill@madisonsymphony.org by Monday, April 29, 2024.