Title: Marketing Intern
Reports to: Marketing Manager and Marketing Coordinator
Location: Charleston, South Carolina
Hours: 10 hours per week, Monday through Friday. Occasional weekends and evenings may be required. Regularly scheduled intern hours will be up to the discretion of the intern supervisor.

Organization Background:
The Charleston Gaillard Center is an 1,800-seat performance hall located in Charleston, South Carolina. The newly constructed facility also contains 16,000 square feet of exhibit and meeting space, along with office and public spaces. The Charleston Gaillard Management Corporation is a non-profit 501c3 organization responsible for managing the facility.

The Gaillard Center's mission is to provide the Lowcountry with a world-class performance hall, elegant venue space, and vibrant educational opportunities inspiring our dynamic community through the power of the performing arts. We seek to enrich the diverse community of Charleston with artistic and cultural experiences that are accessible and unique, and to serve as an education resource for generations to come. For more information about the Charleston Gaillard Center, please visit http://www.gaillardcenter.org.

Position Summary:
The Marketing Intern will assist the Gaillard's Marketing team with various marketing tasks and projects as assigned throughout the course of the internship. Assignments and tasks vary based on the scope of upcoming events and current needs of department.

Responsibilities:
- Update external events calendars with Gaillard Center upcoming events
- Assist with coordination of show announcements, including monitoring email schedules, creating Facebook events, distributing press releases, etc.
- Research and maintain a database of prospective corporate advertisers
- Assist with pre-show and post-show events such as meet & greets and member lounge when needed as well as represent the Gaillard Center at select external events
- Assist in creation of internal signage and marketing materials
- Proof and edit various marketing materials
- Assist with mailings, print production, and distribution of marketing materials
- Organize and file documents for Director of Marketing and Public Relations
- Deliver and post event flyers to college campus and local businesses (both downtown and off the peninsula)
Objectives of Internship:

- Acquire a broad understanding of various aspects of arts marketing, including media and public relations, advertising, and social media
- Observe how a professional nonprofit organization is operated and gain knowledge of the differences in marketing approaches with nonprofit organizations
- Learn the different methods of selling and advertising as well as understand the selling procedure from prospecting for new clients to closing a sale
- Understand the differences and effectiveness of advertising in print, radio, television, digital, and social media
- Gain awareness of the Gaillard's brand as it relates to the mission of the organization

Position Requirements:

- Earned or pursuing Bachelor’s Degree in marketing, arts management, business, or a related field.
- Excellent verbal and written communications skills
- Attention to detail and organizational skills
- Ability to work independently on multiple projects
- Basic knowledge of Microsoft Powerpoint, Word, and Excel required
- Experience in Adobe Creative Suite a plus
- Strong working knowledge of various social media platforms

Compensation:

Paid stipend of $500 upon successful completion of internship.

To Apply:

Please send resume and cover letter to Sarah Cochrane at scochrane@gaillardcenter.org.

Applications will be reviewed on a rolling basis and applicants will be notified if selected for interview. Please no phone calls.