



SOCIETY FOR THE PERFORMING ARTS  
*Bringing the World's Best to Houston*

## PUBLIC RELATIONS + MARKETING INTERN Job Description

### Organization Name

Society for the Performing Arts

### Location

Jesse H. Jones Hall for the Performing Arts  
615 Louisiana Street, Ste. 100  
Houston, TX 77002

### Website

[www.spahouston.org](http://www.spahouston.org)

### Mission

The mission of Society for the Performing Arts (SPA) is to enrich the cultural life of Houston in an affordable way, by presenting the world's best in multi-discipline performing arts and by providing the most comprehensive education and community engagement of its kind in the city.

### Internship Overview

This internship will provide hands-on, practical experience in various aspects of public relations and marketing. Through a structured learning experience, the intern will gain a broader understanding of public relations and marketing in the performing arts industry, arts administration, and nonprofit management. Skills gained in this internship will translate to a variety of endeavors and interns can expect to interface with and gain experience in areas related to social media management, press release writing, editorial writing and editing, advertising and marketing contracts, archival information curating and organizing, and others.

### Department

Marketing and PR

### Reports to

Marketing Manager and PR Associate

### Dates, Hours & Expectations

This position is an unpaid, part-time internship that will run from September through early December. The intern is expected to work 15 – 20 hours per week *usually* scheduled between the hours of 9:00 AM – 5:00 PM, Monday through Friday. Occasional weekend and night hours are required. Required to work a minimum of **2 shows** per month. Working hours can be flexible, as needed. Intern should have a reliable form of transportation, as some local travel may be expected.

### Compensation

This internship is unpaid. Complimentary parking will be provided and business-related expenses will be reimbursed.

### Primary Responsibilities

The intern's responsibilities will include (but are not limited to) the following:

#### **Marketing**

- Assisting the Marketing Manager with Google Analytics/Audience Analytics
- Tracking and entering data from social media and the website.
- Analyzing the collected data.
- Working the marketing table at shows a minimum of **two** times a month.

#### **Public Relations**

- Assisting the PR Associate with content creation for social media and the blog.
- Writing 1-2 blog articles a month.
- Assisting with PR events and pitching ideas of how to promote certain shows.

### Qualifications and Requirements

The ideal intern should have an interest in the arts, public relations, marketing or arts administration and be pursuing a major or minor in a related field. Additionally, the ideal intern has strong computer, writing, and communication skills and is self-motivated, enthusiastic, organized and detail-oriented.

### How to Apply

Applicants should email a cover letter and resume to Melody Bailiff at [mbailiff@spahouston.org](mailto:mbailiff@spahouston.org). Please write "Fall PR and Marketing Intern" in the subject line. No phone calls, please.

Society for the Performing Arts is an Equal Opportunity Employer. Candidates for employment are considered without regard to race, color, sex, creed, national origin, sexual orientation, age, non-job-related disability, or marital status.