

THE CANTON SYMPHONY ORCHESTRA (“CSO”)

POSITION DESCRIPTION

TITLE: Marketing Intern
REPORTS TO: Manager of Marketing
TIME FRAME: September - December

SUMMARY DESCRIPTION: Assists with implementation and creation of marketing campaigns. Will work with the Manager of Marketing to execute social, email, print, and radio campaigns for the 2022-2023 season marketing plan and create new ideas for the marketing department.

PROCESSES AND DUTIES:

- Assist with the execution of campaigns for Preludes, MasterWorks, Pops, and Divergent Sounds Series by exploring new opportunities for advertising and assisting the Manager of Marketing with tasks as needed
- Analyze data reports from current season
- Assist with Orchestrating Change, a new podcast by CSO that promotes diversity, equity, and inclusion in the classical music community by:
 - Cutting clips from past episodes for promotion on YouTube, Facebook, and Instagram
 - Exploring new ways to promote a new podcast
 - Analyzing past efforts for faults
- Run the CSO Twitter page by doing a “takeover” over the course of the internship with daily posts, promoting content, and pushing events
- Organize data from past seasons.
- Assist with the creation and expansion of the Historical Timeline
- Brainstorm ideas for future marketing efforts.
- Be a representative of the Canton Symphony at community events.
- Internship may be tailored to fit specific skills of the intern.

POSITION REQUIREMENTS:

1. Majoring in Marketing, Business Administration, Music, Arts Management or other related field (or equivalent experience)
2. Outstanding computer, written and spoken communication skills.
3. Organizational skills, and the ability to adapt when necessary to the changing needs of the organization.
4. Ability to work independently.
5. High degree of creativity in problem solving.
6. Good knowledge of classical music and extraordinary ability to advocate the cause and benefits of the Canton Symphony Orchestra

TYPE OF POSITION: \$250 stipend. Part-time with flexible hours. Includes some nights and weekends. Must have at least 10 hours/week in the office.

If interested, please send a resume and cover letter to Nathan Maslyk at nmaslyk@cantonsymphony.org. Applications accepted until the position is filled.