

INTERNSHIP OPPORTUNITY

AT&T
PERFORMING
ARTS
CENTER

Title: Digital Marketing Intern
Department: Marketing
Reports to: Associate Director of Digital Marketing
Location: Dallas, TX

The AT&T Performing Arts Center's Digital Marketing Department oversees all digital communications for the organization, including website strategy and maintenance, online content creation, social media marketing, email marketing, SEM, SEO and all digital signage on campus. The Center has an immediate opening for an intern who will work alongside the Digital Marketing staff to learn about a wide array of online platforms and disciplines with a focus on social media marketing.

The intern will learn to:

- Create and publish engaging social media content through various channels including Facebook, Twitter, and Instagram.
- Answer customer service questions and engage with audiences on social media platforms.
- Manage and monitor Facebook Ad campaigns.
- Update digital signage on campus with new show information and graphics.
- Maintain campaign calendars for e-mail and social media.
- Report on weekly trends from e-mail and social campaigns.

Requirements:

- Candidates must have completed or be working towards a Bachelor's degree in Marketing with an emphasis on digital marketing platforms. The internship is unpaid but can and should be used for college credit.
- Availability for 15+ hours a week, working on-site in our downtown Dallas office.
- Some experience in or a desire to learn about reading, interpreting, and reporting on web analytics.
- Basic Adobe CC and/or graphic design skills.
- Exceptional writing skills and attention to detail.
- Excellent communication and organizational abilities and a collaborative spirit.
- Knowledge of, and deep appreciation for, the performing arts, preferred.

AT&T Performing Arts Center is an equal opportunity employer and is committed to the belief that each individual is entitled to equal employment opportunity.

For immediate consideration, please send a resumé and cover letter by email: careers@attpac.org. If available, candidates may also submit a PDF file with 3-5 samples of work in digital campaign strategy and execution (please limit file size to 5mb).

ABOUT THE AT&T PERFORMING ARTS CENTER

The **AT&T Performing Arts Center** is a nonprofit foundation that operates and programs a 10-acre campus comprised of three premier performance venues and a park in downtown Dallas. Audiences enjoy the best and most recent from Broadway and off-Broadway; the finest dance companies from across the globe co-presented with TITAS Presents; and top concerts, performers and cutting-edge speakers. Thousands of students explore and more deeply experience the arts through the Center's education program, Open Stages. The Center also offers free programming for audiences from every part of the community.

The Center's mission is to provide a public gathering place that strengthens community and fosters creativity through the presentation of performing arts and arts education programs.

The Center's culture is to focus on the values that guide its people's actions. The Center's Core Values are to passionately pursue our mission by being:

Achievement Focused - Committed to the advancement and cultivation of the Performing Arts in Dallas

Community Minded - Actively fostering and participating in meaningful community interactions

Customer Service Driven - Dedicated to the service of internal and external constituents so that all want to return

Flexible - Willing to change to achieve results

The Center's five resident companies are among the city's leading arts institutions: Anita N. Martinez Ballet Folklorico, Dallas Black Dance Theatre, The Dallas Opera, Dallas Theater Center and Texas Ballet Theater.

Designed by internationally acclaimed architects, the Center's campus includes the Margot and Bill Winspear Opera House, Dee and Charles Wily Theatre, Annette Strauss Square, and Elaine D. and Charles A. Sammons Park are some of the finest performance venues in the world.

For more information about the AT&T Performing Arts Center and to purchase tickets, become a member, or make a donation, visit www.attpac.org.