

INTERNSHIP OPPORTUNITY

AT&T
PERFORMING
ARTS
CENTER

Title: Digital Marketing Intern
Department: Marketing
Reports to: 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 opening for a digital marketing intern to support the digital marketing team in all campaigns and special projects during the fall 2019 semester. This position will work closely with the Digital Marketing staff in a wide array of online platforms and disciplines with a focus on social media marketing.

This individual should have impeccable organizational skills, marketing sensibility, experience with content creation/writing, and an understanding of the technologies involved in digital marketing.

The intern will:

- Support departmental efforts 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.
- Attend events on campus to generate social media content.
- Work in conjunction with Marketing team to create, 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 and must be used to pursue college credit.
- Availability for 15+ hours a week, working on-site in our downtown Dallas office.

- Familiarity with Facebook Ads (i.e.: Ads Manager, Business Manager, Power Editor)
- Some experience reading, interpreting, and reporting on web analytics.
- Design sensibility and basic Adobe CC and/or graphic design skills.
- Strong analytical skills and business acumen.
- Ability to establish priorities and manage multiple projects simultaneously in a fast paced environment.
- Exceptional writing skills with an understanding of the Center's voice and role in the community.
- Excellent communication and organizational abilities; a collaborative spirit and ability to manage multiple concurrent projects.
- Attention to detail, excelling in organizing and prioritizing; schedule-driven and results-focused.
- Knowledge of and deep appreciation for the performing arts.
- Event marketing and promotional experience and knowledge a plus.

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](#), [cover letter](#) and a [PDF file with 3-5 samples of your best work in digital campaign strategy and execution \(please limit file size to 5mb\)](#).

By Email: autumn.garrison@attpac.org

ABOUT THE AT&T PERFORMING ARTS CENTER

The **AT&T Performing Arts Center is a nonprofit foundation** that operates and programs three premier performance venues and a 10-acre park for music, opera, theatre and dance in the heart of downtown Dallas. Opened in October 2009, the Center helped complete the 30-year vision of the Dallas Arts District.

Audiences enjoy the best and most recent from Broadway with the Lexus Broadway Series; the finest in world dance and music co-presented with TITAS; top concerts, lectures and performers with Center Presents; and a five-year undertaking to present The Complete Works of William Shakespeare. The Center also presents a wide range of free programming for audiences from every part of Dallas, including Patio Sessions concerts, Sunset Screenings, Local Motion fitness programs and the new Studio 2403, dance classes in Sammons Park. The Center makes performance art accessible to thousands of local students through its education program, Open Stages. Through a variety of special programs and benefits, the Center's members and volunteers are able to become involved and engaged in the arts.

Five esteemed resident companies utilize the Center's performance spaces: Anita N. Martinez Ballet Folklorico, Dallas Black Dance Theatre, The Dallas Opera, Dallas Theater Center and Texas Ballet Theater.

These performance spaces are some of the finest venues in the world, designed by internationally acclaimed architectural firms:

- Margot and Bill Winspear Opera House, designed by Foster + Partners of London, is a stunning 2,200 seat venue wrapped in red glass with outstanding acoustic performance halls.
- Dee and Charles Wyle Theatre, a 575-seat theatre with a distinctive aluminum exterior, is home to one of the most versatile stages in the world designed by REX/OMA, Joshua Prince-Ramus (partner in charge) and Rem Koolhaas.
- Elaine D. and Charles A. Sammons Park, an urban park designed by Michel Desvigne with native plants and grasses, landscaped lawns, performance spaces, a reflecting pool, and an Information Center by Foster + Partners.
- Annette Strauss Square, an open-air entertainment venue with lawn and patio seating for 2,000 designed by Foster + Partners, under a starlit sky and surrounded by the downtown skyline.

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