



## **Marketing & Patron Experience Intern**

### **About BroadStage**

BroadStage is a contemporary performing arts presenter in Santa Monica that energizes audiences and community through bold performances and personal connections. A proud flagship of Santa Monica College, BroadStage is one of Los Angeles' leading venues to experience daring artistic performances.

BroadStage presents works in three different venues at the Santa Monica College Performing Arts Center. The Mainstage is a strikingly grand 499-seat venue that combines the warmth of a small theater with the acoustics and staging of a grand hall. Facilitating a multi-tiered approach to accessibility through the arts, the Edge is a 100-seat black box theater that uplifts new, developing, and innovative work to feature younger, emerging artists and increased accessible programming. The Music Hall is a versatile indoor/outdoor venue that provides flexibility for live performances or special event space.

Approaching a 15-year anniversary in 2023, BroadStage is expanding to meet a rapidly evolving set of needs for artists, audiences, community, and campus. Under the leadership of Artistic & Executive Director Rob Bailis, BroadStage is broadening its impact through a new artistic vision, celebrating our shared humanity and expanding the role the arts play in the vitality of our diverse community. In June of 2019, BroadStage adopted an Equity, Diversity, and Inclusion Policy and Plan and is working towards shaping a world in which everyone can proudly live.

### **Our Mission**

BroadStage gathers artists, thinkers, and audiences to celebrate our shared humanity and expand the role the arts play in the vitality of our diverse community.

**The Marketing & Patron Experience Intern** will support BroadStage in achieving its marketing goals by helping to promote the organization's mission, brand values, performances, and community activities. The Marketing & Patron Experience Intern will work collaboratively with the External Affairs Team on a variety of marketing campaigns and activities that will help to elevate the Patron's Experience of the arts at BroadStage, including creating digital and social media campaigns, conducting audience research and analyzing data, crafting email communications, and promoting the 24/25 season to niche audiences. The Intern will also have the opportunity to gain a comprehensive understanding of how the audiences' experience with the ticket purchasing process all the way through to when an Usher escorts them to their seats – is a vital aspect of creating a brand experience.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Assist in the creation of content for niche marketing campaigns
- Attend BroadStage performances and support the staff at special events
- Work with the marketing and patron services team to collect and analyze audience data
- Research new marketing opportunities and marketing partnerships
- Support the Marketing & Communications Manager with social media campaigns and ad placements

## **QUALIFICATIONS AND REQUIRED SKILLS:**

- Self-starter who can work independently after receiving direction on definable projects.
- Ability to work with a team and a passion for collaboration
- Resourcefulness and efficiency with meeting deadlines.
- Excellent verbal and written communication skills.
- Basic experience with Word and Excel spreadsheets.
- Strong interest in marketing, content creation, and marketing strategy.
- Some experience with research and data organization
- Basic knowledge of social media platforms and minimal graphic design

## **LEARNING OBJECTIVES**

- Gain hands-on experience in a variety of marketing roles including digital marketing, audience development, sales, marketing research, and brand strategy.
- Get a backstage view of how a nonprofit performing arts organization functions.
- Gain a comprehensive understanding of a marketing sales funnel – from ad placements to gathering post-show feedback.
- Learn how our Patron Services, Front of House, and Marketing departments all work together to elevate the BroadStage brand and audience experience.

**Location:** This position is based in Santa Monica, California. We will adhere to the L.A. County Arts Internship guidelines in terms of scheduling on-site and or remote work as it relates to our current remote work/on-site hybrid workplace.

### **Compensation:**

\$17.28/hour, Full or Part Time, Non-Exempt

### **Schedule:**

Consecutive weeks, totaling 400 hours. Start date is flexible (preferably on or after Wednesday, September 4, 2024). The number of weeks and weekly hours is negotiable. A total of 400 hours must be completed by March 1, 2025.

### **How to Apply:**

[Review LA County Arts Internship Program Eligibility Requirements.](#)

If eligible, please submit a cover letter and resume to [employment@broadstage.org](mailto:employment@broadstage.org) with “Marketing & Patron Experience Intern” in the subject line. Applications are due by Sunday, July 29, 2024. BroadStage encourages eligible students from all backgrounds to apply.

At BroadStage, we believe that the performing arts are a source of joy, nourishment, and connection, and that art flourishes when we all cooperate to create a space for it. BroadStage recognizes that the values of equity, diversity, inclusion, access, justice, and respect must be fundamental to our work, and it is the responsibility of our board, staff, artists, and patrons to create a welcoming environment for all. We take pride in the culture we are cultivating within our organization, as we celebrate the differences that bring us closer together.

BroadStage is an Equal Opportunity Employer and all qualified applicants for employment will have full and equal access to employment opportunities.