



Marketing & Patron Experience Intern - 2023

About BroadStage

BroadStage is a contemporary performing arts presenter in Santa Monica that energizes audiences and community through bold performances and personal connection. A proud flagship of Santa Monica College, BroadStage is one of Los Angeles' leading venues to experience daring artistic performances. BroadStage's intimate yet strikingly grand 499-seat venue combines the warmth of a small theater with the acoustics and staging of a grand hall. Working in partnership with Santa Monica College, BroadStage is part of the school's tradition of community service, providing educational programming, master classes, and special events for students, at both 6th - 12th grade and college levels. Approaching a 15-year anniversary in 2023, we're 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 and expanded venue footprint, celebrating our shared humanity and expanding the role the arts play in the vitality of our diverse community. We believe that through the arts we can design the future we wish to see, evolving our work for a new day, and shaping a world in which we can all proudly live.

Position Summary:

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 23/24 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.

Primary Responsibilities:

- Assist in the creation of content for niche marketing campaigns

- Attend BroadStage performances and support the staff at special events
- Work with the Patron Experience team to collect and analyze audience data
- Research new marketing opportunities and marketing partnerships
- Support the Digital Marketing Manager with social media campaigns

Minimum Requirements

- 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 skills

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:

\$16.90/hour, Full or Part Time, Non-Exempt

Schedule:

Consecutive weeks, totaling 400 hours. Start date is flexible (preferably on or after June 15, 2023). The number of weeks and weekly hours is negotiable. A total of 400 must be completed by March 1, 2023.

How to Apply: Review [LA County Arts Internship Program Eligibility Requirements](#). If eligible, please submit your cover letter and resume to employment@broadstage.org and include "Marketing & Patron Experience Intern" in the subject line of the e-mail.

Extended Deadline: Applications due by **Sunday April 30, 2023**

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.