

Summer 2020 Internship Description - Marketing Department

SFJAZZ Background:

SFJAZZ is a recognized international leader in jazz creation, presentation, and education. SFJAZZ explores the full spectrum of jazz—from the music’s origins in the African American community, to its diverse present-day expressions around the world. As a 501c3 non-profit organization, SFJAZZ works to develop the audience for jazz in the San Francisco Bay Area and beyond. SFJAZZ celebrates jazz as a living art form, built on a constantly evolving tradition.

Internship Duration

The 2019 summer internship runs from **Friday, June 19th through Friday, August 14th**. Interns are with us for 9 weeks. Interns will work 2 -3 days per week. **Fridays are REQUIRED.**

Educational Objectives

The Marketing internship provides opportunities for hands-on experience working with our Marketing team representing the entire institution. The Marketing intern will have first-hand experience working on projects ranging from web/social media updates to ticket data analysis, and organizing media assets. The Marketing intern should walk away with a thorough understanding of how our Marketing team operates.

Requirements

- Basic proficiency with Google (calendar, Gmail, drive)
- Basic proficiency with Excel
- Careful attention to detail/proofing
- Capable of synthesizing and incorporating feedback
- Strong interest in performing arts and jazz music
- Ability to focus on detailed work for several hours at a time
- Ability to work both independently and as part of a team
- Willing to take on projects big and small and adapt to a fast-paced environment
- At least 18 years of age

Project Plan

- Website updates to Summer Shows and 2019-20 Season Event Pages (basic HTML or experience w/ Content Management Systems a plus)
- Work with Analytics Manager to create data driven ticket reports comparing past seasons/ shows

- Gather media assets from artist's management & agencies
- Create marketing promotional emails
- Research and provide information on social media trends
- Provide in-person representation at our booth at Fillmore Jazz Festival & other possible neighborhood outdoor events

Application Requirements

- Resume.
- Cover letter stating the department you are interested in. Describe the experience you bring to these particular areas.
- Three professional or academic references.
- Availability for an in-person interview in March and April. Skype and phone interviews will be considered for students who are abroad or far from California.

Our application deadline is on March 31st.

SFJAZZ is an equal opportunity employer, and is committed to a diverse and harmonious workplace.