

Pittsburgh Ballet Theatre

Public Relations & Content Marketing Intern

Position Objective

Pittsburgh Ballet Theatre is seeking a Public Relations, Marketing, or Communications student who is self-motivated, enthusiastic and comfortable multi-tasking in a professional environment. Interns will assist the Associate Director of Communications and the marketing team with a variety of activities, including but not limited to:

- Social media content creation, metrics and reporting
- Media relations research
- Press release creation
- Copy writing for web, email and radio
- Website metrics and reporting
- Representing PBT at marketing events
- Staffing the promotional table and boutique at the theater
- Organizing press, photography and playbill archives
- Other projects as assigned

Qualifications

- Strong writing and editing skills and familiarity with AP style
- Currently or recently enrolled in an undergraduate or graduate program
- Able to commit to 8-15 hours per week with some evening/weekend work required based on performance schedule
- Strong organizational skills and attention to detail

Other Requirements

- Strong interpersonal and communications skills
- Ability to manage multiple priorities and meet deadlines
- Reliable attendance
- Ability to work independently
- Proficiency in general software programs, including Microsoft Office
- Knowledge of relevant social media tools and platforms, including Facebook, Twitter, Pinterest, Instagram and others
- Enthusiasm, flexibility, a high level of professionalism, creativity, sense of humor and a love for the arts –particularly dance – encouraged

Pittsburgh Ballet Theatre internships are unpaid. Internships are for credit (preferred) or on a volunteer basis. Pittsburgh Ballet Theatre interns are eligible for complimentary tickets to season performances.

Physical Requirements

Physical requirements include lifting boxes and materials (20 lb. limit), writing, typing, talking on the phone, walking, standing and sitting.

Equipment Operation Requirements

Operation requirements include the ability to drive an automobile, work on a computer, and operate and speak on a telephone.

This description does not create a contract or guarantee regarding any term or condition of duties. PBT reserves the right to change, modify, amend or enhance the duties in response to operational, fiscal and/or departmental demands.

Interested candidates should send a cover letter, writing samples and resume to Aimee DiAndrea at adiandrea@pittsburghballet.org. No phone calls please.