

# Event Marketing & Communications Internship

*Knockdown Center*

Queens, New York, United States · Summer 2018 Internship



## DESCRIPTION

This exciting position offers the selected individual a unique opportunity to gain real world experience in marketing events of all types including, but not limited to, concerts, art exhibitions, performances, business conferences, and festivals. The intern will report directly to the venue's Marketing Director.

## REQUIREMENTS

### Responsibilities:

- Help organize and upkeep Google docs for specific event marketing campaigns
- Curate & execute creative marketing campaigns, and contribute innovative & actionable ideas
- Create & monitor campaign budgets
- Monitor sales goals & marketing analytics
- Assist with graphics, gifs, and video content to market individual & series events
- Assist with press releases & e-mail blasts to targeted segments
- Researching priority press outlets for particular events
- Monitor the venue's social media accounts; Create social media content and schedules for Knockdown Center events & assist with social media paid advertising
- Assist with posting physical promo materials around the venue & relevant areas in NYC
- Help collect social media statistics and continues to build our social media numbers through different digital campaigns
- Help with small administrative jobs such as updating the venue's calendars, and assisting with invoices
- Other duties, projects, and events as assigned

### Qualifications:

- Must be enrolled in a Bachelor's/Masters program at an accredited college or university
- Must be 18 years or older and have sophomore standing or above
- Commit to a minimum of 20 hours or 3 days per week on a part-time basis

- Able to receive academic credit from their college or university prior to starting assignment
- Familiarity with current social media platforms, particularly Facebook, Twitter & Instagram, as well as, Facebook Business & modern marketing techniques
- Proficient in Microsoft software, including Excel, Word and Outlook
- Knowledge of graphic & video design
- Experience with G-Suite, Google AdWords & Analytics a plus
- Must be a self-motivated, flexible team player and able to work in a fast-paced & creative environment.
- Passionate about live music and the arts. Knowledgeable of its latest trends

To apply, please send your resume & a brief description of your relevant experience, plus why you are interested in interning at Knockdown Center to [mail@knockdowncenter.com](mailto:mail@knockdowncenter.com), with “Application: Event Marketing Internship” in the subject line.

As an equal opportunity employer, the Knockdown Center is committed to creating a diverse work environment for all of our team members. Thanks for your interest!

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Knockdown Center is an art and performance space dedicated to cross-disciplinary projects and collaborations. Visit our century-old building for innovative and experimental programming in visual arts, performance, music and more. To learn more, visit our website: <http://knockdown.center>