



SOCIAL MEDIA & DIGITAL MARKETING INTERN

Job Description

REPORTS TO: Marketing Manager

JOB SUMMARY: The Social Media & Digital Marketing Intern is responsible for assisting the Marketing Manager in implementing the Boise Phil's overall communications and marketing plan—focusing specifically on digital communications—to build awareness about the Boise Phil within the community, and to increase concert attendance and ticket sales.

JOB DUTIES AND RESPONSIBILITIES

- Work with Digital Marketing Manager to refine social media strategy and best practices
- Assist in managing social media channels (Facebook, Twitter, Instagram, YouTube) and editorial calendar to ensure content is timely, relevant, and engaging
- Draft monthly e-newsletters to Boise Phil subscribers
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Stay up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities
- Assist with website copywriting, proofing, and updating as needed
- Provide support to our marketing team at live and online events
- Perform other duties as assigned by the Marketing Manager

QUALIFICATIONS:

- Ability to understand what engages an arts audience online
- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for at least 20 hours a week
- A bachelor's degree (or currently enrolled student) in Communications or Marketing or equivalent work experience
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. HootSuite, Google Analytics)
- Adobe Creative Suite experience a plus
- Working knowledge of email marketing applications (e.g. Wordfly, MailChimp)

BENEFITS

- Résumé building experience in marketing and communications, relationship management, non profit work, and other aspects of community relations, marketing, and music industry
- Great opportunity to learn about what happens behind the scenes of a performing arts organization
- Class credit (if applicable)



WWW.BOISEPHIL.ORG

boise phil



REFERENCES

- References should speak to the applicant's sense of camaraderie, integrity, professionalism, responsibility, and flexibility.

INTERNSHIP DATES

- September 2018 – May 2019

COMPENSATION

The Boise Phil is able to offer \$200/month for 20 hours/week of work.

Please send cover letters and résumés to marketing@boisephil.org.

208 344.7849

516 S 9th Street
Boise ID 83702