

INTERNSHIP:	Advertising Intern
DEPARTMENT:	Marketing & Sales
SUPERVISOR:	Katharine Means, Senior Manager, Advertising
INTERN SCHEDULE:	June 16 – August 22; 16 hours/wk; <u>Wednesday + 1 additional weekday</u> Orientation: June 13, 2025
TYPE:	In-Person; flexible for hybrid [Wednesdays req'd inperson]
COMPENSATION:	\$2,700 or School Credit
APPLICATION DUE:	5:00pm PT, May 23, 2025

Internship Overview:

The Advertising Intern will be part of a comprehensive in-house Marketing & Sales Department, including staff specialists in advertising, event planning, group sales, and more. As part of the Marketing & Sales Department, the Advertising Intern will shadow experts to better understand the role of Advertising within a nonprofit regional theatre. The intern's primary project will focus on collecting data on CTG's existing CTG: Creator (influencers) and brainstorming influencer engagement strategy for & Juliet, the first show of the 2025/26 Season. The skills gained in advertising and engagement strategy are transferrable across many industries.

Primary Projects & Learning Opportunities:

- Commit consistently to a 10-week Internship for 16 hours per week (2 days/week, 8 hours/day); meet regularly with supervisor.
- Shadow the Senior Manager, Advertising to learn about the development and implementation of advertising initiatives. Skills learned include how to:
 - Research industry best practices and advise on how to strengthen the CTG: Creator cohort.
 - Collect data on the engagement, reach, and impact of the CTG: Creator (influencer) list.
 - Brainstorm influencer engagement strategy for & Juliet at the Ahmanson Theatre.
 - Communicate, compile data, and engage with influencers pre and post Opening Night of & Juliet August 14.
- Actively participate in marketing and inter-departmental meetings.
- Conduct informational interviews across departments within Center Theatre Group to help understand how other departments work in this organization.
- General marketing department projects, as needed.

Requirements and Desired Qualities: The Advertising Intern must be a qualified undergraduate with a genuine interest in marketing, advertising, and/or promotions. The Advertising Intern must have at least one experience marketing or promoting for your school and/or an outside organization. Theatre, Marketing, Advertising or Communications majors preferred. Interest in arts and theatre is a plus. Applicants must have reliable transportation (metro card can be provided).

Compensation: Internship is either compensated with a stipend or taken for course credit from a college or university. Please indicate your preference on the electronic CTG Internship Application. Note that Interns are not being hired by CTG; rather, they are participating in an educational program. Parking or a metro card will be provided for all Interns. This internship does not include medical benefits. Interns will have access to staff complimentary tickets to shows at the three theatres as they are available.

To Apply:

Interested applicants should first review the application materials and submission process via www.CenterTheatreGroup.org/Internships.

Complete applications include:

1. An official Center Theatre Group ELECTRONIC Internship Application (available on our website)
2. A PDF resume (must be emailed to Internships@CTGLA.org)
3. A PDF cover letter (must be emailed to Internships@CTGLA.org)

Applications are due by 5:00pm PT, May 23, 2025, although an intern may be selected prior to that date.