



Position Announcement/Description
Midland Center for the Arts
Midland, MI

Position Title: Marketing & Communications Intern
Supervisor: Director of Communications
Classification: Internship (Unpaid & Travel Stipend opportunities available)
Last Updated: April 15, 2022

About Midland Center for the Arts

Midland Center for the Arts is a cultural destination where people find meaning and connection in their busy lives. One of Michigan's largest non-profit arts organizations, the Center is a unique cultural complex located in the city of Midland, Michigan. The 275,000SF facility encompasses an auditorium theater (1,500 seat) that presents touring Broadway and national artists and entertainers, a mid-sized theater (400 seat) for touring programs and locally-produced theatre, a four-story hands-on, interactive museum of science and art, a historical society, and an in-house community theatre and professional symphony orchestra.

At Midland Center for the Arts, we strive to create a workplace and patron experience where all people feel welcome and engaged. Our organization celebrates diversity in all of its forms while pursuing our mission as the cultural destination for the Great Lakes Bay Region. Our work reflects our community and our values as an inclusive and accessible home for art, science, and history exploration. Our organization is committed to including voices of those varying in abilities, ages, ethnicities, gender identities & expressions, races, religions, sexual orientations, and socioeconomic backgrounds.

POSITION CONCEPT: This position supports the Marketing & Communications department by assisting with the advancement of the mission and brand of the Center by assisting with the coordination of marketing and press plans, content creation, and other special projects as assigned. The ideal candidate is a prospective marketing, communications, public relations, or arts professional, with a go-getting attitude, who is detail-orientated and eager to learn.

DUTIES AND RESPONSIBILITIES:

The duties of this position include, but are not limited to:

PR/Communications Efforts

- Assist the communications department with writing press releases for events, exhibits and classes, crafting creative copies that aligns with our voice, and proofreading materials to ensure accuracy.
- Research and prepare materials for email marketing and social media platforms.
- Compile and collect assets to develop communication materials for media outlets and community partners.
- Provide support on event-related initiatives and events.
- Other duties as assigned.

Marketing

- Assist in the development and creation of marketing plans for events, exhibits and classes.
- Develop concepts for community partnerships and engagement to spread messaging of upcoming programs.
- Put together materials and attend outreach/community events to represent the Center and the Museum in the Great Lakes Bay Region as assigned.

- Be knowledgeable on all of the Center's current programming and exhibits.
- Attend programs/events to provide input and analysis on the Center's practices and to stay current with what is offered in the industry.

PREFERRED KNOWLEDGE AND EXPERIENCE:

The requirements listed below are representative of the knowledge, skills, and abilities required to perform the necessary functions of this position:

Qualifications:

- Candidate must have their own computer that is capable of utilizing Word, Excel, PowerPoint, and possibly other programs.
- Highly resourceful team player with the ability to also be extremely effective independently.
- Excellent communication skills.
- Ability to work in a fast-paced and high-pressure environment.
- Must be well organized, detail oriented and able to handle multiple tasks simultaneously.
- Ability to prioritize and execute tasks in a timely manner.
- Demonstrate proactive approaches to problem-solving with strong decision-making capability.
- Have a desire to continually learn about the arts and marketing industries.
- High proficiency with computers and programs like Word, Excel and PowerPoint.
- Commitment to diversity, equity, inclusion, and access, and a desire to work with people across many lines of difference.

Education and Experience Requirements

- Enrolled in an undergraduate program studying marketing, communications, public relations or other arts-related field.
- Strong writing skills, and photography and video experience a plus.
- Performing arts, museum, live entertainment or nonprofit experience a plus.

Work Schedule

- This position is a flexible hybrid position (working a combination of in-person and remotely) to align with the needs and schedule of the candidate.
- An ideal candidate will work 12 – 20 hours per week.
- Available and willing to work a flexible schedule including weekdays, weekends, and daytime into evening, based on the events scheduled and marketing department requirements.
- Opportunities exist for long-term internships for greater amounts of experience and learning.

APPLICATION INFORMATION

Email cover letter and resume to:

Josh Holliday, Director of Communications

Email: holliday@midlandcenter.org