



2020 Marketing Associate Internship

Position: Marketing Associate

Reports To: General Manager

Deadline to Apply: May 8

Internship responsibilities:

- Design & execute Social Media plan. Maintaining social media presence posting to Facebook, Twitter & Instagram
- Distribute PR, manage mailings and assist with Web-posting (Cision PR Web and Vocus software)
- Upload/Input concert data (pics etc.) on external media websites.
- Distribute calendar and PSA releases
- Optimize the KSO's \$10k monthly AdWords grant spend (Offering Google AdWords on-line training)
- Data entry, including maintaining and updating various databases (media contacts & press quotes.)
- Design Email communication for Subscription Series kick-off (via Constant Contact)
- Analyze Summer Series audience survey data (compiled via survey monkey)
- Assist in marketing specific programs (including design, production and distribution of materials; identifying new target markets; and determining additional ways to reach the target audiences)

Required skills/training: Excellent verbal and written communication skills a necessity. Strong computer skills in Word, Excel, knowledge of Illustrator, and/or Photoshop a plus but not required. Experience with Facebook, Twitter and Instagram also a necessity. Knowledge of Hootsuite and Google AdWords a plus but not required. Dependable self-starter who can also work as a member of a team. Well-organized. Ability to work effectively virtually and a fast-paced environment.

Internship period and hours: Internship start/end date flexible (Mid May through mid-Sept) (exact dates TBD). Part-time, with flexible daytime hours (potentially remote if necessary). Three Saturday nights required during park concerts (July 11, August 1, & Sept 5). Up to 20 hours a week, for approximately 200 hours during the entire internship. Compensation is negotiable and paid monthly.

To Apply: Send resume and two writing samples to angela@kyso.org. Email (cover letter) should include potential start date and weekly hours available. In subject line, please reference Marketing Internship.

Contact: Angela M. Williamson (General Manager)
angela@kyso.org or (859) 431-6216 ext 2

Address: Kentucky Symphony Orchestra (KSO)
540 Linden Ave., PO Box 72810, Newport KY 41071

Phone: (859)431-6216 **Fax:** (859) 431-3097

Website: www.kyso.org

About: The Kentucky Symphony Orchestra reaches approximately 25,000 people annually with unique thematic programs featuring area premieres, fun collaborations, visual enhancements and first rate talent. The KSO makes its presentations entertaining and inclusive without compromising artistic integrity. The mission of the KSO is to make symphonic music attractive, accessible, and affordable for Northern Kentucky and Greater Cincinnati Residents.

Statement of Organization's Mission:

The KSO mission is to culturally enrich, educate and entertain the residents of Northern Kentucky and Greater Cincinnati through unique and innovative presentations designed to make symphonic music:

Attractive: Presenting creative programming in a continually evolving and entertaining format appealing to a socially diverse audience;

Accessible: By eliminating traditional (real and perceived) barriers associated with orchestras (staid, stuffy, pricey, dress codes, etc.) and by actively reaching out to the community through free public concerts, educational programs and subsidiary group performances, while remaining

Affordable: Promoting symphonic music as a viable, and engaging entertainment option for all members of the community.

Programs/Services: The KSO offers three series of programs each year:

The KSO Summer Park Series includes three free outdoor programs from July through September to an average of 15,000 attendees. Held in the family-friendly setting of Covington, KY's Devou Park, these casual concerts welcome and entertain families and individuals of all socio-economic backgrounds.

The KSO Education Outreach Series runs from October through April. KSO comprehensive education efforts reach an average of 4,500 Northern Kentucky and Greater Cincinnati students, grades 3-12. These free programs are designed to introduce and showcase classical music and its derivatives, assist educators in teaching core concepts in the areas of arts and humanities, and offer ways to tie music into cross-curriculum lesson plans.

The Subscription Concert Series spans October through May. These concerts are the sole source of earned ticket revenue. For the past several years, programs have been offered in venues throughout Northern Kentucky and Southwest Ohio. On occasion, "run-out" performances are held in a wide range of venues throughout the region and Commonwealth.