

Digital Marketing Intern - Summer 2025

About Starlight:	Opened as a theatre in 1950 and a nonprofit organization in 1951, Starlight provides inspiring, one-of-a-kind experiences to its patrons with Broadway musicals, concerts, indoor performances for young audiences, and community engagement programming including classes, scholarships and Starlight's Blue Star Awards. Starlight also takes a holistic approach to embracing the importance of inclusion, diversity, equity and access, and values the uniqueness of our employees and community. Located on 16 acres in Swope Park, the historic, city-owned venue includes rehearsal halls, club area for dining, concessions, gardens, fountains and a 10-story, climate-controlled stage.
Position Description:	The Digital Marketing Intern will have the unique opportunity to gain hands-on experience with Starlight's Marketing Department during the Broadway and Concert season. Candidates must demonstrate strong communication and customer service skills, ability to work independently, close attention to detail and be willing to work evenings and weekends during Broadway shows and concerts.
Duties:	<p>Duties will include, but are not limited to, assisting with digital media and promotional marketing efforts; writing copy for social media and press kits; capturing video, images, and comments during Broadway shows, concerts, and day to day for use on social and digital platforms; planning out content calendars; researching current and upcoming social trends; assisting with the creation and deployment of social media campaigns (both paid and organic); maintaining and updating influencer lists; working on email marketing and strategy; assisting with website content and development, generating ideas and supporting content team needs; and tracking campaign results and data for timely and post-season reporting; all in conjunction with Starlight's Digital Marketing Manager.</p> <p>The Digital Marketing Intern will also assist with multiple duties in advance of and on Broadway and Concert show nights to include maintaining marketing databases; submitting calendar listings, coordinating ticket allocations; assisting with sponsor, media and other partner promotions; and escorting photographers.</p>
Required Skills:	AP Style, Windows, Microsoft Office products, knowledge of current social media platforms, and internet usage
Preferred Skills:	Adobe Creative Suite, Hootsuite, and familiarity with ticket database programs.

Other: Must have a valid driver's license and reliable transportation; knowledge of and an affinity for Broadway musicals, concerts, or live music is a plus

Compensation: \$15.00

Time Commitment: Full-time (30+ hours per week), 12-13 weeks, with preferred start date of Monday, May 19, 2025. Some evening and weekend hours will be part of the commitment.

Application Deadline: Wednesday, January 15, 2025.

Application Process:

- 1. Visit our website:** <http://www.kcstarlight.com/internships>
- 2. Submit your application, cover letter, resume, and any other supporting materials through our online portal.** A link to the online application can be found at www.kcstarlight.com/internships starting on Monday, October 14, 2024.
- 3. Wait to be contacted.** Each recipient will receive confirmation of their application submission immediately after it's submitted online. However, hiring managers will not review candidates' materials until *after* the application deadline has passed so that all students can be considered for employment in an equitable fashion. Following the deadline, all applicants will be contacted with an update on their application's status.
- 4. If you are selected for an interview, we may conduct it in person at the theatre or via an online entity.**

Important information about this position:

Starlight Theatre Association is an Equal Employment Opportunity organization. We evaluate qualified applicants without regard to race, color, national origin, religion, sex, sexual orientation, gender identity, disability, protected veteran status, and other statuses protected by law.

Starlight is working toward embedding inclusion, diversity, equity and access within every aspect of our organization. We support an environment that values and respects the experiences and contributions of its employees, volunteers, partners and community members. We encourage and welcome applicants of groups that are historically underrepresented in the American theatre industry.

For more information on this position:

Starlight Theatre Association of Kansas City
Attn: Colin Bennett, Digital Marketing Manager
4600 Starlight Road, Kansas City, MO 64132-2032
(816) 997-1125
Colin.bennett@kcstarlight.com