



2025 MARKETING INTERNSHIP

Each summer, Circle Theatre hosts an intern to assist with the marketing activities and events. Circle Theatre interns are essential to the success of our summer programs and concert series, and are welcomed by the whole Circle Theatre family.

Interns work in tandem with the PAC staff and fellow interns and can expect daily interactions with the Circle Theatre Executive Team.

Position Description

Position Title: Circle Marketing Intern

Reports To: Shannon Heldt, Marketing & Outreach Coordinator

Total Hours: 15-20 hours per week (May - September 2025), 10-15 hours per week (April 2025)

Start Date: Monday, Apr 7, 2025

Compensation: Weekly Stipend*

**THIS INTERNSHIP CAN BE COMPLETED FOR COLLEGE CREDIT OR A WEEKLY STIPEND*

General Purpose

The Marketing Intern with Circle Theatre, Grand Rapids offers one individual a multi-faceted, hands-on experience with an organization that has a 72 year history in the theatre arts community. Opportunities will be project, design, media, and marketing-based. The Marketing Intern will work with Circle Theatre staff to meet the needs of each department and will work independently on projects. Each project will give hands-on experience in regionally-based marketing that reflects higher sales, community partnerships, and patron engagement.

Essential Job Functions

- Maintain marketing databases and community event calendar listings
- Assist in general Circle Theatre events as needed including setup, concessions, event work, and teardown
- Schedule social media posts on all relevant platforms including, but not limited to Facebook and Instagram
- Create engaging social media content across multiple platforms
- Schedule and develop the Circle Theatre blog including, writing blogs and scheduling guest bloggers
- Updating the Circle Theatre website as needed
- Ability to serve in a assistant host/hostess capacity at events such as Circle 360 press events
- Ability to write, edit, and proofread materials for print and web

Additional Job Functions - *Optional* based on experience.

- Graphic design for promotions including digital & print materials
- Photography & Video - assistant photographer, editing for marketing promotions - shoots may include concerts, theatrical productions & rehearsals, promotional shoots, and events

Minimum Job Requirements

- Experience in one or more areas of marketing, graphic design, photography, video, community engagement, sales, public relations, communications
- Must be a high school senior and above in age

Required Skills

- Keen knowledge of theatre and desire to be emerged in theatre culture
- Excellent written and oral communication skills
- Excellent interpersonal skills
- Ability to think creatively
- Strong work ethic and willing to be a self-starter and initiate tasks and projects
- Attention to detail
- Strong familiarity with Adobe Suite or Canva
- Strong familiarity with Instagram, Facebook, and Tik Tok social media platforms
- Knowledge of online trends and ability to make creative videos for social media use
- Maintains grace under pressure and stressful situations
- Comfortable working within non-traditional hours
- Must be able to work independently
- General knowledge and experience within the arts community

Hours

Average of 15-20 hours/week from May - September, 10-15 hours/week in April

HOW TO APPLY:

Please send a cover letter and resume to Shannon Heldt, Circle Theatre Marketing and Outreach Coordinator, at shannon@circletheatre.org with the subject line "Marketing Intern." Applications accepted thru March 18, 2025.

LIMITATIONS AND DISCLAIMER

The above internship description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees. This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position.

Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued internship remains on an "at-will" basis.