

Wednesday, February 5, 2020

## Dance Marketing Internship

Company: TDF (Theatre Development Fund)  
Location: New York, NY  
Compensation: stipend

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### DANCE MARKETING INTERNSHIP

Position type: Internship, part time, for winter and/or spring 2020

#### About TDF:

Founded in 1968, TDF's mission is to sustain live theatre and dance by engaging and cultivating a broad and diverse audience and by eliminating barriers to attendance. We envision a world where the transformative experience of attending live theatre and dance is essential, relevant, accessible, and inspirational. TDF is dedicated to audiences for theatre and dance: we build them, we sustain them, and we replenish them for all venues—from small dance spaces to Broadway musicals. TDF's core initiatives—programs that provide affordable tickets, accessibility services, education, and community engagement—stimulate interest in, appreciation of, and knowledge about the performing arts.

TDF's core initiatives serve 2 million people every year. We serve audiences, theatres, schools, educators, students, and community groups through affordable ticketing programs, including our four TKTS Discount Booths, which are located in Times Square, Lincoln Center, South Street Seaport, and downtown Brooklyn; programs that make Broadway and Off-Broadway productions accessible for individuals with physical and developmental disabilities, including hearing and vision loss, physical limitations, and autism; arts education programs for 125 New York City public schools in all five boroughs that introduce theatre and dance to more than 11,000 students annually; multi-year collaborations with community organizations to instill performing arts as a lifetime value; and initiatives that support theatre artists and organizations in their marketing, promotion, and audience engagement efforts. Our Costume Collection also houses more than

80,000 theatrical costumes donated by professional productions, which are available for affordable rental by organizations across the country.

All of our programs fall into three categories that define TDF's beliefs: expanding access, cultivating communities, and supporting the makers. We EXPAND ACCESS by removing barriers for people who would love to experience the arts, but think it's not for them. We reinforce the spread of live theatre and dance beyond Broadway in neighborhoods and schools in all five boroughs by CULTIVATING COMMUNITIES of theatregoers through engagement, education, and encouragement. Finally, we SUPPORT THE MAKERS by actively engaging theatre and dance creators and companies by offering our extensive research insights; and growing deep relationships with producers by working to expand their audience base for their current and future shows. We do all of this and more to sustain a world of live performance that is healthy and vibrant.

#### About the Position:

TDF is seeking a marketing intern to assist on a special project with the goal of building new audiences for dance in New York City. To meet that goal, TDF has received special funding to conduct a series of in-depth surveys and focus groups, and to test new marketing initiatives. The marketing intern will be deeply involved in the execution and analysis of this project, and will build a solid portfolio of marketing experience. Job duties include:

- Create marketing calendar for all deliverables
- Build and deploy a series of email campaigns
- A/B test new marketing initiatives and track results
- Set up special promotions for ticket offers using the Tessitura ticketing platform
- Collaborate on social media and digital advertising
- Analyze data and make recommendations for the future

#### About You:

Strong writing and computer skills

Comfort in learning web-based applications for website/email design

Comfort in learning complex database systems for market segmentation and analysis

Basic digital photo editing skills

Interest in and knowledge of best practices in the marketing industry

Interest in and knowledge of the performing arts landscape in New York City

#### Compensation:

This is a part time position for winter and/or spring 2020. A stipend is provided.

#### To Apply:

Please email a brief cover letter and resume to [resumes@tdf.org](mailto:resumes@tdf.org).

TDF is an Equal Opportunity Employer (EOE). We are committed to diversity in all areas of our work, both in our programs and in our workplaces. We encourage applicants with a unique cultural perspective inclusive of race, ethnicity, gender identity or expression, class, physical ability and sexual orientation.

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For more information:

N/A

[resumes@tdf.org](mailto:resumes@tdf.org)

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