

Friday, December 13, 2024

Digital Marketing Intern

Company: Jacob's Pillow

Location: Becket, MA

Compensation: \$2856 stipend tax-exempt, scholarships available

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POSITION OVERVIEW

Jacob's Pillow seeks a proactive and detail-oriented Digital Marketing Intern to support the organization's digital marketing efforts and enhance its dynamic digital presence. Reporting to the Digital Marketing Manager, this intern will also work closely with the Director of Marketing and Digital Marketing Coordinator, contributing to a collaborative team focused on expanding audience reach through strategic digital initiatives.

RESPONSIBILITIES

Email Marketing & Campaign Support

- Assist in drafting compelling, on-brand copy for email campaigns, crafting layouts that align with Jacob's Pillow's visual identity and messaging.
- Support campaign scheduling, audience segmentation, and review routing.
- Support on the design of visually engaging assets for email campaigns, ensuring alignment with Jacob's Pillow's brand style and enhancing the overall impact of each message.
- Coordinate with the Archives team, Patron Services team, and the Philanthropy team to integrate content into email campaigns to promote specific events and programs.

Website Content Management

- Update and maintain program pages, event listings, and the calendar on the Jacob's Pillow website, ensuring accuracy and timeliness.
- Opportunity to develop skills in writing, specifically blog posts that highlight key programs, artists, and events, contributing to improved search engine optimization (SEO) and user engagement, while also brainstorming and proposing creative new blog content ideas that align with Jacob's Pillow's mission and audience interests.

Livestream Support

- Assist the Digital Marketing team in managing livestreamed performances throughout the summer.
- Communicate with livestream viewers, providing real-time engagement and support to enhance the virtual audience experience.

On-Campus and Event Support

- Provide support during on-campus events by assisting Digital Marketing Coordinator with digital signage, enhancing the visitor experience through clear and cohesive messaging.
- Represent Jacob's Pillow at select on and off-site events, assisting with community outreach and brand awareness efforts.
- The Digital Marketing Intern will have the opportunity to shadow another position or department during the summer, providing additional insight into areas of arts administration that align with their interests.
- As a member of the intern class, you will be required to participate in general festival-related duties that aim to broaden your scope and understanding of the various arts administration and production roles that exist within this field as time allows and requirements evolve. These will include but are not limited to giving campus tours, assisting with production changeovers in the theater, golf carting patrons, handing out tickets at will call and other ways to interact with guests, moving chairs, setting up for events, errands, and transporting artists. Training will be provided prior to participation in these activities, and while these duties will be a part of your overall experience, you will still spend the majority of your time within your primary assigned role.
- 5-8 hours a week will be dedicated to participating in weekly seminars, career building conversations, attending dance classes, lectures, and performances.

REQUIRED QUALIFICATIONS

- Creative and adaptable, able to work both independently and as part of a team.
- Strong interest in digital marketing within arts and culture organizations.
- Strong interest in email marketing, website management, and design
- Detail-oriented with excellent organizational and time-management skills.
- Strong written communication skills with a keen sense for visual design and storytelling.
- Active commitment to Diversity, Equity, Inclusion, and Accessibility

PREFERRED QUALIFICATIONS

- Knowledge of design tools (Adobe Creative Suite, Canva, or similar) is a plus.
- Willingness to learn and grow in a dynamic environment.

SKILLS AND ABILITIES

- Strong written communication
- Attention to detail
- Creativity
- Basic design skills
- Organizational skills
- Collaboration and teamwork
- Basic knowledge of digital marketing principles
- Committed to a culture of continuous learning and growth, with a focus on advancing Inclusion, Diversity, Equity, Accessibility, and Belonging efforts, while fostering a welcoming, equitable, and supportive environment where everyone feels valued.

This internship provides immersive, hands-on experience across key areas of digital marketing, including email campaigns, website content, and graphic design. It's an ideal opportunity for individuals interested in starting and building a career in digital marketing and/or arts

administration.

WORKING CONDITIONS / PHYSICAL DEMANDS

- Office setting: Remaining in a stationary position for extended periods of time, moving within the office space as necessary. Shared working space with others in close proximity.
- Limited access to air conditioning in summer months in accommodations and office spaces.
- Frequent interruptions.
- Working semi-regularly outdoors in all weather conditions, including inclement weather.
- Working semi-regularly in wooded areas with exposure to native wildlife, including, but not limited to, rodents, ticks, and mosquitos.
- Move objects across campus, with or without assistance, such as tables, chairs, and event supplies.
- Ability to work evenings and weekends.

*Not sure you meet 100% of the qualifications? Research shows that men apply for jobs when they fulfill an average of 60% of the criteria, but women tend to apply only if they meet 100% of them. Yet, people who are systematically marginalized tend only to apply if they meet every requirement. We encourage you to apply if you believe you could excel in this role. Please use your cover letter to tell us about what you hope to bring to this role. We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. So, whether you're returning to work after a gap in employment, simply looking to transition, or taking the next step in your career path, we will be glad to have you on our radar.

APPLICATION PROCESS

Video and/or audio applications are welcome (though not required), in addition to written expressions of interest.

Interview Stages:

- (1) A Zoom interview with direct supervisor
- (2) A Zoom interview with direct supervisor and another member of the Pillow team

Additional Documents:

We may ask for a writing sample or a sample spreadsheet to better understand your expertise and fit for the role.

Accessibility Accommodations:

Should you require any accommodations to facilitate your application, please don't hesitate to reach out to us at hr@jacobspillow.org. We are committed to providing support throughout the application journey, whether that's through email, a phone conversation, or a video call.

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