

## Music Marketing Internship

### Organization Description and Mission:

Musical Bridges Around the World, Inc. (MBAW) is a performing and visual arts nonprofit 501 (c)(3) organization founded in 1998 in San Antonio, Texas. For 22+ years, MBAW has been curating and presenting innovative, multicultural, thought-provoking artistic performances; featuring musicians of the highest caliber from around the globe. MBAW serves a population of more than 25,000 annually, from school children to seniors. MBAW's mission is to transform lives through multicultural performing and visual arts by shattering barriers, creating connectivity and inspiring hope for those with least access. MBAW serves the public and disadvantaged communities, while fostering San Antonio's reputation as a cosmopolitan cultural center and promoting tourism.

### Position Summary:

**The Music Marketing Intern (MMI) is an unpaid position.** The MMI will report directly to the Marketing Manager as well as other members of the staff in various cases, playing a critical role in helping MBAW achieve its mission, vision, and goals. The Music Marketing Internship with Musical Bridges Around the World offers college students the opportunity to gain experience in marketing free and public programming to a local and global audience.

### Personal qualities desired:

The applicant must be efficient and self-motivated with an eye for detail. He/she/they must exercise clear communication and writing skills from both a marketing and research perspective. (Copywriting vs. analytical writing). The applicant should be able to prioritize their workload and organize themselves well, while also being aware of the flexibility necessary with a nonprofit of our current size. As an arts organization, creativity and artistry are highly encouraged.

### Key Responsibilities:

- Public event listings on external event listing sites
- Data collection and research as applicable to marketing, including: email, social media, promotional materials, advertising, copyright, legal, etc.
- Assist with event logistics and coordination, including: distribution of materials to the public, merchandise sales, and general setup/breakdown during event
- Optional opportunities as applicable to skill. Examples: graphic design, A/V production

### Requirements:

- Friendly and likable personality.
- Attention to detail.
- Perseverance in assigned tasks.
- Clear and effective communication (don't be afraid to ask questions!)
- Flexibility in schedule, willing to accommodate a fast-paced production environment.
- Basic marketing knowledge

- Preferred (but not required) experience in Google Suite (Drive, Calendar, Gmail, Docs, Sheets), Dropbox, Constant Contact, Hootsuite, and/or similar applications.
- Willingness to work within a work/task management software

**Hours of Work:**

This is a part time internship position; normally requiring 12 hours of work per week and can be tailored to specific university or program requirements.

Workplace as of 08/24/2020 is both virtually, and at the MBAW office space located at 23705 IH-10 West, Suite 101, San Antonio, TX 78257. As a general rule, you will be expected to perform all work virtually or at this office during and at the hours of 10:00 am – 4:00 pm CST, Monday through Friday. In addition, you will be expected to be present at all concerts/events, in the case that they resume in person by the end of this internship (otherwise watching virtually when possible). *If you are applying for the summer internship, on-site event experience is not guaranteed as it generally falls outside of the active concert season.*

**Terms and Conditions:**

During your internship at MBAW, you hereby agree to comply with all terms of this job description, and the Employee Handbook attached hereto. You acknowledge that your employment as “Music Marketing Intern” is on an “AT WILL” basis and shall begin on the Effective Date and shall continue until terminated as described below. In the event you do not comply with any of these terms, MBAW may terminate your internship at any time by providing you with thirty (30) days prior written notice.

**Code of Ethics:**

It is critical that you subscribe to and comply with our ethical standards, which include the following:

- Be loyal to the organization and do not discuss MBAW internal affairs with anyone.
- Manage your own internet public profile to avoid anything that reflects poorly on MBAW.
- Always dress appropriately for a world-class performing arts organization.
- Avoid any and all conflicts of interest.
- Do not use MBAW contacts for your benefit or for the benefit of other arts organizations.

**Dates and Deadlines**

Spring Internship: January – May  
Application Deadline: December 13

Summer Internship: June – August  
Application Deadline: May 15

Fall Internship: September - December  
Application Deadline: August 14

**To Apply**

Please email your resume to:  
Sean Kithas  
Marketing Manager  
[sean@musicalbridges.org](mailto:sean@musicalbridges.org)