

## SIX Social Media & Marketing Intern

We are looking for students who would be interested in being the Social Media & Marketing Intern for our coming Spring production of SIX The Musical Teen Edition!

We understand this is something you may be new to and wanting to learn more about. The ideal candidate is someone who has an interest in our program, is excited to be a member of the production team and is wanting to learn more about marketing and content creation.

### About the Production:

*Six the Musical* Teen Edition is an electrifying, fun, and empowering musical that tells the story of the six wives of Henry VIII through a modern pop lens. With catchy tunes, a fierce attitude, and a bold approach, this show takes a fresh, dynamic look at history and reimagines it for a new generation. We are seeking a passionate and creative Social Media and Marketing Intern to help promote the upcoming production of *Six the Musical* Teen Edition.

### Position Description:

We are looking for highly motivated and creative students who are interested in learning part of the business side of the entertainment industry to assist with the promotion and marketing of *Six the Musical* Teen Edition. This internship will provide hands-on experience in digital marketing, content creation, social media management, and audience engagement.

### Key Responsibilities:

- **Content Creation:** Assist in creating engaging and visually compelling social media content for platforms such as Instagram, TikTok, and Facebook, promoting the show's cast, rehearsals, behind-the-scenes footage, and other production updates.
- **Social Media Management:** Help maintain and update the production's social media channels, ensuring content is posted consistently and on time.
- **Engagement:** Interact with followers on social media, responding to comments, messages, and mentions to foster a community around the show.
- **Campaign Support:** Assist in the development and execution of marketing campaigns for ticket sales, promotional events, and fundraisers.
- **Event Promotion:** Assist with promoting special events such as previews, press nights, and Q&A sessions with the cast or creative team.

## Skills and Qualifications:

- **Social Media Proficiency:** Familiarity with social media platforms, including Instagram, TikTok and Facebook
- **Creativity:** Ability to think outside the box to create engaging and unique content that resonates with teens and theater audiences.
- **Communication:** Excellent written and verbal communication skills with a keen eye for detail.
- **Interest in Theater:** A passion for musical theater, particularly *Six the Musical* or similar teen-targeted productions, is highly desirable.
- **Organizational Skills:** Ability to work independently and manage multiple tasks and deadlines.
- **Team Player:** Collaborative attitude and willingness to learn and assist wherever needed.

## Learning Opportunities:

- Gain hands-on experience in digital marketing for a live theater production.
- Learn how to create and execute marketing campaigns to a broad audience.
- Work closely with the production team
- Enhance your understanding of how social media influences ticket sales and audience engagement in the entertainment industry.
- Opportunities to attend rehearsals and live events to gain first-hand experience of the production process.

## How to Apply:

Please send a brief cover letter outlining why you're interested in this position [HERE](#). In your cover letter, be sure to tell us what excites you about *Six the Musical* and why you'd be the perfect fit for our team!