

UNIVERSITY OF ROCHESTER INTERNATIONAL THEATRE PROGRAM

PUBLIC RELATIONS & MARKETING INTERNSHIP DESCRIPTIONS

General:

- Report to the Artistic Director and /or Box Office and Front-of-House Manager
- Create, Strategize and Implement all Marketing and PR activities for the UR International Theatre Program
- Assist in Box Office and House Management for Theatre Program productions
- Liaise with UR Public Relations Department and other university departments as necessary

Introduction:

The University of Rochester International Theatre Program produces (on average) 4 productions annually, in addition to other performance events. In addition, we produce and/or coordinate a festival of student performance (titled: *UR Performing!*) in the Fall, and the *Annual One Act Student New Play Festival* in the Spring. PR interns develop and implement marketing strategies for these events, and work Front-of-House/Box Office. In addition, the PR interns may be responsible for the public face of the Program with regard to other university events (Alumni and Homecoming weekends/Meliora Weekend, etc.)

Structure:

The PR Interns will coordinate and be responsible for all marketing and public relations activities for all URITP activities in the given semester. In some of their work they may be assisted by students from the course, Plays in Production, and by the Box Office, Concessions and Front of House Manager. They will report weekly to the Artistic Director of the Theatre Program, who will also be responsible for their grades. The internship will carry 4 credits, and can be set up either as an Internship or as an Independent Study.

General Responsibilities may include:

- Distribution of flyers, banners and other publicity materials in a timely fashion
- Creation of flyers, banners and publicity materials, as needed
- Creation of lobby displays
- Creation and maintenance of direct mailing activities (including student mailboxes, postcards, etc.)
- Liaison with, and securing of the publication of publicity materials with on-campus resources (Campus Times, Common Market, etc.)
- Creation and management of specific publicity events, as needed
- Maintenance and working within current publicity budget assigned per semester

Responsibilities for Mainstage productions:

- The General Responsibilities above, plus:
- Researching and writing of press releases (in tandem with UR PR liaison for the Humanities)
- Devising and implementing marketing strategies for publicizing productions to the UR academic and student community, and the general Rochester community at large

- Creation and Mailing of VIP, High School, College, and local Theatre invitations
- Scheduling and creative input in PR photoshoots (in consultation with UR PR photographer, and production director)
- Interns will work Front-of-House during each production (under the guidance and supervision of the Box Office, Concession and Front of House Manager)

Responsibilities for Other Productions/Events:

- The General Responsibilities above, plus:
- Devising and implementing marketing strategies for publicizing these events to the UR academic and student community
- Front-of-House responsibilities as needed

Other:

- Other duties as necessary