



# MARKETING & MEDIA

## 1 | POSITION OVERVIEW

### Length of position

May 2024 - September 2024. \*\*Dates may vary and are subject to change.

### Full-time Apprenticeship

30-40 hours a week. Days off will vary per week, and working weekends is a requirement.

### Location

Sonoma County – mobile role requires ability to drive and attend various meetings and activities as needed. Locations may include, but are not limited to the TTC office in Rohnert Park, performance venue, and various other locations as needed.

## 2 | ABOUT THE COMPANY

The Transcendence Theatre Company, producers of musical theatre review concerts in Sonoma Valley, CA, is looking for a thorough, collaborative and talented individual to join their team as a **Marketing & Media Intern/Apprentice**.

This is a unique opportunity to join the Transcendence summer resident team of artists. Transcendence is a non-profit organization whose mission is to create extraordinary experiences that inspire all to cherish life and live it to the fullest. Through an innovative arts parks partnership with the community non-profit partners, Transcendence has worked to bring live theater and cultural education programming into Sonoma Valley.

For more information please visit: [www.BestNightEver.org](http://www.BestNightEver.org)

## 3 | JOB DESCRIPTION

### Principle Role

The summer Marketing and Media Intern/Apprentice will work under a combination of the Transcendence marketing team to assist with marketing the 2024 season.

### Responsibilities

The Marketing & Media Intern/Apprentice assists the Transcendence Marketing team with projects and initiatives including but not limited to:

- Marketing & Group sales.
- Capturing and documenting Transcendence Events through use of photography and videography.
- Managing, sorting, archiving and tagging all captured video footage, photographs, and sound files.
- Assisting in the creation of promo videos, gala presentation videos and more.
- Sifting through the photographs and video footage from current and past seasons for potential effective marketing assets.
- Edit photos and videos in design software.
- Follow a detailed branding esthetic in the creation of new Transcendence promo materials and marketing strategies



- Administrative support
- Design work
- Spreadsheets
- Communicating with artists and supporters for marketing purposes.
- Assisting with the production and facilitation of promotional opportunities.
- Dropping off posters postcards and tickets to area businesses and other locations.
- Organizing materials for websites and media.

#### **4 | PROFILE OF IDEAL CANDIDATE**

The ideal Apprentice should also be:

- Highly organized, resourceful, detailed-oriented, and a quick learner.
- Web and social media savvy.
- Passionate about photography and videography.
- Be proficient with Microsoft Office.
- Strong written and verbal communication skills.
- Able to prioritize workload and solve problems efficiently and quickly.
- Exceptional in guest and client service areas.
- Able to multitask in a fast paced environment.
- Highly energetic and positive with a “can-do” attitude.
- Aligned with our Company Core Values.
- Committed to the growth of diversity, inclusion, and equity within Transcendence.

Valuable skills for this position are (must know or be willing to learn):

- Computer Skills with programs such as Gmail, Google Drive, Microsoft Office and Dropbox
- Photography and Videography (or willingness to learn)
- Video Editing with Final Cut or a comparable program (preferred, but not critical)
- Image editing with Photoshop or a comparable program (preferred, but not critical)
- Social Media Platforms such as Facebook, Instagram, and Twitter
- Adobe Illustrator, In Design, and Photoshop experience preferred
- HTML and website experience preferred (or willingness to learn)

#### **5 | PROFESSIONAL DEVELOPMENT**

Professional development is of the utmost priority for Transcendence’s Summer Intern/Apprentice Program. In addition to being essential to the operations of Transcendence’s summer season, Interns/Apprentices will have the opportunity to be mentored by professionals in their fields. These mentors will provide invaluable information to further the careers of apprentices, and shape the minds of theatre leaders of the future. In addition, apprentices will have various learning experiences and workshops led by Apprentice Director, Colin McAdoo. These workshops can include, but are not limited to: resume building, website building, interviewing, auditioning, networking, etc.

To apply, please complete our Application [HERE](#). If you have any additional questions or materials, please send them to Maggie Simental at [msimental@ttcsonoma.org](mailto:msimental@ttcsonoma.org).