



INTERNSHIP: PUBLIC RELATIONS

Description:

The Morton Theatre, located in Athens, Georgia, is one of the oldest surviving African American vaudeville theatres in the United States. It is located in the "Hot Corner" of Athens, the historic African American business district. Recently, The Morton Theatre has been restored and adapted as a performing arts space catering to the local Athens community. The 500-seat rental facility is now able to accommodate theatre performances, live music, church services, receptions and other special events held by local community and touring groups.

Morton Theatre is currently accepting applications for a communications intern who can begin working with the historic theatre in January 2016. This position will provide applicants with experience in client management including catering to current renters' needs and providing information for potential renters and patrons. Additionally, working with the Morton provides applicants with the opportunity to network with local organizations by promoting an historical landmark while connecting with the greater Athens community.

The public relations intern will be a part of the daily activities within the Morton and will create unique local content fostering a relationship between the theatre and the Athens community.

Purpose of Job

The intern will work with staff to promote and market the Morton Theatre and its events to culturally and economically diverse audiences. The individual will work to increase awareness and attendance by implementing a strategic communication plan, including social media management and promotion to targeted audiences. Using excellent customer service skills, the position will establish and maintain effective working relationships with other employees, board members, local officials and business leaders, and all members of the general public, aiding with renter and patron relationships.

Requirements:

- 10-15 hours in the office each week is expected. Applicants must be self-motivated individuals capable of effectively communicating with all Morton Theatre publics. Potential interns must be confident communicators through all channels and work well with other members of the Morton team.
- Knowledgeable and proficient with computers and computer software programs as necessary in the performance of job duties.
- Ability to communicate effectively and diplomatically with co-workers and the general public.

Supervision Received and Exercised

- Receives direct supervision from Morton staff and the Morton Theatre Corporation Marketing Committee.
- Credit for UGA public relations internship possible.

Essential Duties and Responsibilities

The following duties are normal for this job. Other duties may be required and assigned.

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- Manage the Morton Theatre's public relations, maintaining and regularly updating the website, social media presence, blog, Twitter and Facebook pages, and search engine optimization,
 - Create promotional materials.
 - Achieve local and regional news coverage for the facility and events.
 - Execute and coordinate email newsletters.
 - Evaluate digital and other relationship building tactics.
 - May attend various Athens-Clarke County, community or board committees as required and assigned.

Minimum Training and Experience Required to Perform Essential Job Functions

High school diploma with knowledge of, or experience in a volunteer and/or non-profit environment is required. Bachelor's degree in a course of study related to occupational field preferred; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

- Superior relationship building skills.
- A willingness to work occasional evenings and weekends as well as attending performances or other Morton Theatre-related functions as required.
- Experience with non-profits desired but not required.
- Strategic planning skills are an asset.

The Morton Theatre is a unit of the Arts & Nature Division of Athens-Clarke County Unified Government's Leisure Services Department and is supported in part by the Morton Theatre Corporation, a 501(c)(3) non-profit organization.

**PLEASE SEND RESUME AND COVER LETTERS TO THE ATTENTION OF
LYNN BATTLE GREEN, DIRECTOR**

195 WEST WASHINGTON ST • ATHENS, GEORGIA • 30601-2752
PHONE: (706) 613-3770 • FAX: (706) 613-3773 • director@mortontheatre.com • www.mortontheatre.com