



FABIO LUISI | MUSIC DIRECTOR

## **DIGITAL MARKETING INTERNSHIP**

The Dallas Symphony Association is seeking a student to serve as a Digital Marketing Intern for the spring semester of 2023. This role will assist the Senior Manager of Digital Marketing in creating engaging digital content and optimizing digital strategies for the Dallas Symphony Orchestra.

Duties will include (but are not limited to):

### Web Project Management

- Site auditing
- Assist the Senior Manager of Digital Marketing with set up for On Sales, Next Stage Digital Concert launches and department updates

### Content Creation and Management

- Assist in creating content for web, social and email, ensuring that weekly content refreshes are in sync with Communications and Operations Teams

### Market Research and Data Analysis

- Identify, research and evaluate site, social and email metrics
- Includes weekly analysis and long term research projects on current engagement metrics and site trends to optimize digital marketing efforts
- Research industry trends and best practices to employ to optimize earned revenue potential

### Email Content Scheduling and Management

- Create and launch patron communication emails, including information emails, follow up emails and policy updates

### Content and Creative Asset Testing

- Assist in content A/B testing during launches and campaigns
- Analyze data to ensure all campaigns are optimized
- Design and launch customer surveys to ensure DSO is meeting programming needs of the community.



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The Digital Marketing Intern will work 10 – 20 hours per week from January – May (dependent upon school credit requirements). This position will be on a hybrid schedule of in-person and remote work, with in-person time spent primarily on Tuesdays, Wednesdays, and Thursdays.

The qualified applicant will be majoring/concentrating in Marketing or have an interest in pursuing digital marketing as a career. **Only students in an undergraduate or graduate program who will receive course credit for this internship are eligible for consideration.**

In a one-page cover letter, please briefly describe how this internship will be helpful in achieving your career goals and why you believe you are the best candidate. Interested applicants should submit their resume and cover letter to [recruiter2@dalsym.com](mailto:recruiter2@dalsym.com); interviews will be conducted on a rolling basis. This is a paid opportunity.

**COVID-19 vaccination, including a booster dose, is mandated for all DSO employees. Proof of vaccination will be required upon hiring. Valid exemptions are given in accordance with the law.**

**The Dallas Symphony Orchestra is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity, national origin, veteran status, or genetic information. The Dallas Symphony Orchestra is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities.**

**EOE- Equal Opportunity Employer**