



400 Harvard Street
Cambridge, MA 02138

Jose Mateo Ballet Theatre

In 1986, Jose Mateo founded José Mateo Ballet Theatre (JMBT) on the principle that access to dance could transform lives. Since then, JMBT has forged a new model for a ballet organization through innovative programming, artistic excellence, and extensive community outreach.

JMBT believes that the educational, health, community building, and cultural value of ballet can be shared and enjoyed by everyone, benefiting constituents regardless of age, body type, or background—economic or cultural. This belief drives our work, which consists of three interconnected programmatic areas: Performance including our yearly production of *The Nutcracker*, Education and Training, and *Dance for World Community*.

Internship: Marketing

Interns at JMBT gain a general understanding of arts management and the operations of non-profit organizations as well as the important role marketing plays in the success of every non-profit organization by having a hands-on role in marketing initiatives.

Marketing responsibilities include:

- Social Media management
 - Maintain social media calendar and posting schedule
 - Taking photos and videos of daily JMBT classes
 - Keep up to date with ongoing social media trends
- Creation and distribution of marketing materials
 - Assisting in distribution campaigns of flyers
 - Assisting in mailing campaigns of postcards
- Brand management and market research
- Database maintenance
- Completing online marketing listings and ads
- Assisting with marketing phone calls
- On-site support for events
- Other duties as needed

Qualifications:

- Proficient in Microsoft Office and Google Workspace
- Exceptional writing and proofreading skills
- Experience with WordPress, Constant Contact, and Canva
- Photography and video skills, experience with photo and video editing
- Exceptionally well organized with the ability to multitask
- Excellent communication skills and comfortable talking on the phone
- Background in dance is preferable

Internships require 10-20 hours/week. Although internships are unpaid, participants are welcome to take ballet classes at JMBT studios free of charge.

To apply, submit a brief cover letter and resume to:

Isobel Chang
Marketing Associate
ichang@ballettheatre.org