

DETROIT SYMPHONY ORCHESTRA

JOB DESCRIPTION

Classification: AUDIENCE DEVELOPMENT INTERN
Department: Patron Development & Engagement
Last Revision Date: August 17, 2018

General Description:

Come join our team in electric Midtown Detroit and experience the excitement of the music business with one of the nation's top orchestras. The Detroit Symphony Orchestra (DSO) Audience Development Intern will be involved in the day-to-day functioning of the Patron Development & Engagement department by providing sales, administrative and logistical support to the team.

Responsibilities:

- Maintain a Street Team Distribution List for the Soundcard Student Membership Program, the NextGen young professionals program and the William Davidson Neighborhood Concert Series.
- Distribute marketing materials using the Street Team Distribution Lists and submit Street Team reports.
- Assist in audience acquisition efforts for the William Davidson Neighborhood Concert Series by building relationships with businesses and congregations and promoting marketing materials.
- Increase Soundcard Student Membership usage by building relationships with area schools, promoting Student Appreciation Night/Soundcard Sampler Weekend, and identifying additional promotional opportunities.
- Provide event logistics support for Patron Loyalty events.
- Assist the preparation and execution of Surprise & Delight activities for Patron Loyalty efforts.
- Assist with the coordination, communications and scheduling of department's volunteers as needed.
- Assist with the research, solicitation, and organization of participants for the Patron Rewards Discount Program.
- Deliver an effective sales pitch and exhibit persistence with phone calls.
- Performs other duties as assigned.

Qualifications:

- High School diploma required.
- Creative, resourceful, and detail-oriented.
- Strong interpersonal and communications skills—applied to working directly with vendors and key internal staff members.
- Strong computer skills—knowledge of Microsoft Outlook, Excel and Word; willingness to learn database software.
- Must demonstrate initiative, strong organizational skills and be able to thrive in a fast-paced, team-oriented environment.
- An interest in music—knowledge of classical music is appreciated but not necessary.

Compensation and Commitment:

Minimum commitment of 15-20 hours per week, during regular business hours is required. May be asked to work occasional events outside of normal business hours. This is a non-paid internship to be completed for course credit.

Primary Reporting Responsibility:

Audience Development Manager & Patron Loyalty Coordinator