



Marketing Apprentice

The Marketing Apprentice will learn how visual communication and branding help promote theatre productions and engage audiences. Under the mentorship of a qualified marketing professional, staff member, or experienced alum, this apprentice will gain hands-on experience in graphic design, layout, and printed material production for the production.

Throughout the program, the apprentice will:

- Learn the fundamentals of theatre marketing, including visual storytelling, typography, and design consistency.
- Assist in the creation of posters, programs, signage, and promotional graphics for upcoming productions.
- Develop skills in graphic design software and layout principles used to create professional-quality materials.
- Help with printing, cutting, mounting, and distribution of marketing materials across campus and the community.
- Coordinate with the director and production team to ensure marketing materials reflect the tone and style of each show.
- Gain insight into how design choices influence audience engagement and public perception of the theatre program.

This apprenticeship emphasizes creativity, responsibility, and collaboration. Apprentices must be willing to take direction, meet deadlines, and dedicate time outside of rehearsal and school hours to complete design and printing tasks. A spirit of humility, curiosity, and attention to detail is essential — marketing combines artistic vision with clear communication.

This is not a leadership position, but a learning opportunity for students eager to develop design skills, build visual communication experience, and contribute to the professional presentation of the production.