BACKSTAGE MAGAZINE
ASSISTANT COMMUNITY MANAGER INTERNSHIP
Apply by September 21, 2012

Company Description

For more than 50 years, Backstage has been the most trusted place for actors to find career advice and casting information.

Started in December 1960, Backstage quickly became required reading for every young actor who came to New York to cut their teeth. The newspaper's original blue-and-red logo became as synonymous with NYC actors as a class at The Actors Studio.

A Los Angeles edition, Backstage West, was launched in 1994, and Backstage.com came to life in 1997. In late 2008, the two regional newspapers were synthesized into a single national edition, now known simply as Backstage, which is sold across the United States and Canada.

Today, the Backstage brand signifies something greater than simply casting notices: Backstage is a place where actors, singers and dancers can connect with the greater performing arts community.

More importantly, Backstage is where performers can get all the information they need to succeed in the entertainment business. Actors browse through our weekly newspaper, checking updated production listings or reading our periodic spotlights on photography, college programs, acting schools and coaches. Or they check our many interactive online features, from news, reviews, and advice columns to a vibrant message board, weblogs, video, and much more.

WEBSITE URL

www.backstage.com

Internship Description

The Macaulay student will learn directly from Ron Kagan, Community Manager and Manager of Customer Service. Ron is an alumnus of the Jeanette K. Watson Fellowship and Macaulay Honors College. The internship is intended to provide meaningful work from which the selected student may grow and learn. Therefore, the student chosen for this opportunity may expect to:
- Report and solve the problems of actors who may not understand the full benefits of a Backstage subscription
- Manipulate data crucial to outreach in spreadsheets in Excel and or Google Docs
- Resolve the difficulties of casting directors when using the Backstage website
- Special research assignments from staff that can result in the growth of hardcopy circulation and increased online visibility of the brand
- Perform research using social media
- Assist at events designed for actors, casting directors and other entertainment industry insiders
- Learn about customer relationship manager tools

Hours and Pay

The position is unpaid. The hours are flexible and may occur between 9 am and 6 pm. This is a part-time position.
This internship can be good toward credit if it suits the right candidate.

Qualifications
Business casual office attire is a plus.

A readiness to work 20 hours a week is strongly preferred. No particular year is required. Exceptional maturity and eagerness are mandatory. Previous work history is also very much favored. The assignment demands someone who is familiar with or at least displays an aptitude for thriving in a fast-paced setting where focus over long-periods of time is expected.

The position is a consumer-facing one, which calls upon:
- Commitment to making people’s days (of going the extra-mile to satisfy Backstage staff and members)
- Joyful investment of emotional and intellectual resources in the day-to-day operations of Backstage and the lives of those who use the product
- Devotion to completing tasks thoroughly and speedily
- Readiness in becoming fluent in the brand
- Self-awareness of how one interacts with staff as well as subscribers
- Sincere desire to improve
- Ability to master of Microsoft and Google Products (Outlook, Word, Excel and Google Docs)
- Supreme organizational skills
- Superior oral and written communication competencies demonstrated in person, over the phone and in e-mail
- Attention to detail
- Ability to streamline complex written and verbal exchanges concisely into an e-mail
- Troubleshooting problematic workflows
- Desire to foresee issues and fix problems collaboratively

**Location**
Astor Place, Manhattan

**Application Instructions**

Email the following to ron.kagan@backstage.com by 5 pm on Friday, September 21, 2012.
- Resume
- One page (maximum) double-spaced 12 point Times New Roman font cover letter answering the question why the applicant is interested in the position
- Letters of reference (optional/preferred)
- Personal essay (optional/preferred, admission essay to Macaulay is acceptable)