

# OWOSSO COMMUNITY PLAYERS

*dba Lebowsky Center for Performing Arts*

Owosso, Michigan

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## Marketing Fellow — Summer 2026

<b>Type</b> Paid Fellowship	<b>Hours</b> 30-40 hrs/week	<b>Pay</b> \$18/hr	<b>Duration</b> Summer 2026
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### The Role

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The Lebowsky Center for Performing Arts is offering a Marketing Fellow the chance to build something real — and put their name on it. Over 12 weeks, you will bring your own ideas, create the systems and templates that drive our marketing, and leave behind a body of work that is genuinely yours. This is the kind of Fellowship that fills a portfolio.

We are a 500-seat community theater in Owosso, Michigan, producing and hosting live performances year-round — from Fellowally produced productions to touring artists. We are at a point where we need fresh thinking and a stronger marketing presence, and we want a Fellow who is eager to provide both. If you have been waiting for an opportunity to do meaningful work with real creative latitude, this is it.

### What You Will Build

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By the end of the summer, we expect these deliverables to exist and be ready for handoff:

#### Social Media

- A documented content strategy for our social channels — what we post, how often, and why
- A library of reusable templates in Canva for show announcements, event promotions, and audience engagement posts
- A social media calendar and workflow so any future staff member can pick it up without guessing

#### Graphic Design

- A complete set of on-brand templates for every platform we use — social media (sized for each platform), web graphics, and print ads
- Templates built to our existing brand style guide so they are ready to use the moment they are handed off

#### Analytics & Reporting

- A baseline analytics report: where we stand today on Meta and Google Analytics — audience size, engagement, reach
- A simple, repeatable monthly reporting template so we can track progress going forward without needing a specialist
- At least one recommendation — backed by data — for what we should do differently

## What Day-to-Day Looks Like

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This is not a 'post a few things and report back' role. You will be in the work:

- Creating and scheduling social content using Meta Business Suite
- Designing assets in Canva and Adobe Creative Suite
- Analyzing performance in Google Analytics and Meta Insights and translating data into plain-language takeaways
- Meeting weekly with the Managing Director to share progress, flag roadblocks, and align on priorities
- Documenting everything you build so your work outlasts the summer

## Who We're Looking For

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You are a current undergraduate student with coursework or hands-on experience in marketing, communications, graphic design, or a related field. More importantly:

- You figure things out. When you hit a wall, you try something before asking for help.
- You can tell a story visually — you know what looks good and why.
- You care about doing work that matters, not just adding a line to your resume.
- You document as you go — your work should be usable by the next person.
- You are comfortable working independently with light supervision.

### Tools We Use

Canva · Adobe Creative Suite · Meta Business Suite · Google Analytics

## What You Get

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- \$18/hour
- Real portfolio work you built and own — not assisted on
- Direct access to theater leadership — no layers of management
- A front-row view of how a nonprofit arts organization actually operates
- Flexible scheduling within our 30-40 hour/week structure
- Academic credit coordination available if required by your program

## How to Apply

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Send the following to Kathy Brooks, Managing Director, at [kathy@lebowskycenter.com](mailto:kathy@lebowskycenter.com):

- A short note (not a cover letter — just a paragraph or two) telling us what you'd want to build first and why
- Your resume
- 1–3 examples of work: social posts, design samples, an analytics writeup — anything that shows us what you can do

*We review applications on a rolling basis. The position is open until filled.*