

FLORIDA GRAND **opera**

MARKETING INTERNSHIP

ABOUT FLORIDA GRAND OPERA:

Florida Grand Opera (FGO) is the nation's 7th oldest opera company. It was created by the successful merger of the Greater Miami Opera (1941) and the Opera Guild Inc. of Ft. Lauderdale (1946) and celebrates its 77th consecutive season in 2017-18. FGO currently produces a main-stage season of four operas in Miami and Ft. Lauderdale. It is a Resident Company of the Ziff Ballet Opera House at the Adrienne Arsht Center for the Performing Arts. The company also performs at the Broward Center for the Performing Arts.

PROGRAM OVERVIEW:

The Marketing Intern will assist in the execution and reporting of marketing campaigns across direct mail, email and social media platforms. He/She will receive exposure to behind-the-scenes processes of the organizations marketing campaigns and have the opportunity to expand his/her knowledge on marketing tools, strategies and software.

INTERN RESPONSIBILITIES:

Interns will assist the Director of Marketing & Communications, with a number of projects including:

Email Marketing Campaigns:

- Take approved copy & graphics and layout email campaigns using email marketing system
- Proof copy prior to deploying test for final approval
- Work with Creative Services Manager on edits requested by Director of Marketing
- Provide weekly reports on standard email metrics

Social Media:

- Monitor activity across social media platforms such as Facebook, Twitter and Instagram
- Working with Director of Marketing on execution of Facebook, YouTube, Twitter and Instagram campaigns

Online Advertising:

- Facebook Ads: Under the direction of the Director of Marketing, deploy campaigns in Facebook and provide reporting
- Google Adwords: Under the direction of the Director of Marketing, deploy campaigns in Adwords and provide basic reporting

Program Requirements:

- Junior or senior status, pursuing a degree in Marketing, Online Marketing or related field
- Understanding of Social Media and knowledge of keyword research tools is a plus
- Proficient in excel is a plus (formulas and chart building)
- Minimum 16 hours of availability per week between 8:30 am and 5:30 pm
- Availability during nights and weekends (during season)
- Strong interest in the arts
- This is an unpaid internship that may be taken for credit, check with your school's academic advisor.

Interested and qualified candidates should email a cover letter explaining your interest in the internship and resume to: internships@fgo.org and use subject line: Marketing Internship. Review of candidates will begin immediately.