



## **I N T E R N S H I P S**

### **Marketing / PR**

Work with the Marketing Department to promote the current season through an integrated marketing approach that includes marketing, advertising, public relations and social media. Interns will gain access to aspects of all these disciplines by working directly with department heads and managers on a daily basis.

This internship is unpaid. Although it can be used for college credit, this is not a requirement. Term and length of the internship is flexible.

#### **Responsibilities:**

- Assist with preparation and distribution of season promotions as well as research and analysis
- Assist in writing, proofing and/or the distribution of marketing materials
- Assist with preparation and distribution of press materials
- Monitor local and national media for company mentions
- Researching media lists and contacts as well as news topics relating to the organization
- Brainstorm story angles and ideas for future coverage
- Assist in dealings with press and the general public
- Participation in social media networks on behalf of the company
- Attending Marketing/PR events as needed
- General administrative duties, such as making copies, filing, generating mailers, etc.
- Other duties as assigned

**Requirements:**

- Active enrollment in a local university or college pursuing a degree in marketing, public relations, communications or other related fields
- Familiarity with Microsoft Office
- Schedule is flexible
- Spanish speakers preferred

To apply for this position, please send resumes and cover letters to [aserna@fgo.org](mailto:aserna@fgo.org).

**About Florida Grand Opera**

Celebrating its 71<sup>st</sup> season, the Florida Grand Opera is the oldest performing arts organizations in Florida. In addition to producing standard repertoire, Florida Grand Opera also presents lesser known operas, as well as commissions and produces new operas. Annually, performances are attended by nearly 100,000 people, and education and outreach programs serve over 50,000 students. FGO offers several highly successful outreach and educational programs, including its internationally-recognized Young Artist Studio. Founded in 1984, the program attracts young singers who train and enhance their professional skills during a 35-week Miami residency. Florida Grand Opera is a Resident Company of the Adrienne Arsht Center for the Performing Arts of Miami-Dade County and a member company of OPERA America.