

**THE
SANTA FE
OPERA**



JOB DESCRIPTION: Media & Public Relations Intern for 2023 Season

REPORTS TO: Director of Media & Public Relations

CLASSIFICATION: Non-exempt; Paid Internship

SCOPE & PURPOSE

The department is responsible for the company's earned and owned media, social media strategy and all press/public relations initiatives and media content and distribution.

JOB SUMMARY

This is a seasonal, 40-hour-per-week internship with varied hours and some overtime, lasting from mid-May (circa May 16) through mid to late August (circa August 25). As a pre-season and in-season support role for the department, the position requires hands-on and timely completion of the tasks assigned. This role is responsible for all press ticketing requests; supports all aspects of the department's activities including earned media, communications, and media capture and distribution activities; and supports other departments in their requests for media and PR content, capture and/or services. The position requires flexibility of hours in-season due to evening and weekend performance/rehearsal schedules as well as other activities of the department. This position includes housing and travel assistance for those arriving from out of state. Access to a personal car is necessary due to variable hours and the opera's location 7 miles north of the city.

DUTIES/RESPONSIBILITIES

- Collect, organize, and acknowledge all press/media ticket requests, work with Director on ticket-related matters, seat orders, send reminders before every performance, and prepare tickets and parking passes for distribution. Provide nightly ticketing reports to Director.
- Schedule and monitor interviews with artists, members of the creative teams, and others as needed.
- Monitor media coverage; work with Media and PR Assistant in organizing all press coverage for reference and archival purposes, including all media produced by the department.
- Assist Director and Manager on social media campaign strategy and implementation, including Facebook, Twitter, Instagram, YouTube, Tik Tok, etc.
- Support Director, Manager, Assistant and External Affairs Manager with any on-site event support, including marketing, content creation, event planning, logistics, etc.
- Accompany photographers and videographers while on campus when needed.
- Assist as needed in proofing press releases and other communications copy.
- When requested, attend rehearsals, performances, community events, and other outside activities.
- Engage with press and support department in press relations for select show nights.
- With support from Director, Manager, and External Affairs Manager, answer press queries via phone and email.

- Provide support to Director, Manager, Assistant and External Affairs Manager for any media and public relations assignments as needed.
- Support Manager and Assistant in payables and receivables.

EDUCATION/EXPERIENCE

College junior or senior working toward a Bachelor's degree or similar level of advanced certification or an individual pursuing similar work experience. Preference will be given to students of or individuals working in the performing arts, arts administration, communications, journalism, marketing, business administration, general music, or similar education, and/or possessing knowledge of and interest in opera and/or the performing arts.

COMPETENCIES

- Ability to manage multiple critical timelines and deadlines, ensuring the timely and excellent completion of projects.
- Ability to communicate clearly and work collaboratively with people in a variety of staff positions.
- Flexibility with performing a wide range of professional duties and responsibilities not limited to media and public relations.
- Appreciation of opera/performing/fine arts and current practices in the field.
- High level of computer literacy and software familiarity with any of the following:
Administration: Microsoft Office Suite, Tesseract, WordPress
Digital editing: Photoshop, Lightroom, Canva,
Video editing softwares: iMovie, Final Cut Pro, Adobe Premiere
- Competency in learning new software programs.
- Excellent writing ability including skills in copywriting and editing, proofreading, content creation, and adherence to company style.
- Some experience with social media and website functionality.
- Ability to represent the Santa Fe Opera to critics, press representatives, the Board of Directors and the general public with a high degree of professionalism, enthusiasm and knowledge.
- Energetic, positive, flexible and professional work style.

This job description in no way implies that these are the only duties to be performed by the employee occupying this position. The fundamental job requirements are included and these are the essential job functions. Employees will be required to perform any other job-related duties assigned by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

PHYSICAL STANDARDS

This position involves light work with lifting or moving of up to 20 pounds occasionally and the ability to provide tours, escort visitors, and spend late hours in the theater. It also requires manual dexterity to operate computers and other equipment.

EQUAL OPPORTUNITY EMPLOYER

The Santa Fe Opera has an industry-wide reputation as an excellent employer, providing rewarding opportunities amid a setting of great natural beauty. As an Equal Opportunity Employer, The Santa Fe Opera celebrates diversity and inclusion. We do not discriminate against any employee or job applicant on the basis of race, color, religion, national origin, creed, gender identity, sexual orientation, pregnancy, disability, age, veteran status, or political affiliation. All qualified applicants are encouraged to apply.