

THE SANTA FE OPERA



Media & PR Intern Job Description:

- **Title:** Media & Public Relations Intern
 - **Classification:** Seasonal; Non-exempt; Paid Internship
 - **Reports to:** Director of Media & PR
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Summary, 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.

This is a seasonal, 40-hour-per-week internship with varied hours and some overtime, lasting from mid-May (circa May 13) through mid to late August (circa August 23). 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.

Responsibilities

- Collect, organize, and acknowledge all press/media ticket requests, work with Director and Manager 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 and Manager.
- 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.

- Support Director, Manager and Assistant 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 and Manager, answer press queries via phone and email.
- Provide support to Director, Manager, and Assistant for any media and public relations assignments as needed.
- Support Manager and Assistant in payables and receivables.

Education

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.

Join Us! How to Apply

Submit a completed Employment [Application Form](#), your resume, and a cover letter to humanresources@santafeopera.org, or by mail to:

The Santa Fe Opera, Attention: Human Resources
Post Office Box 2408, Santa Fe, New Mexico 87504-2408

COVID-19

The Santa Fe Opera has implemented a mandatory COVID vaccination policy, which requires employees/interns to be fully vaccinated against COVID to perform work for the company or have been approved for an accommodation based on disability or sincerely held religious belief. Employees will be considered fully vaccinated two weeks after receiving the requisite number of doses of a COVID-19 vaccine and a booster.

EDI & EOE

The Santa Fe Opera supports employees with its robust safety program, devotion to environmental sustainability and commitment to equity, diversity and inclusion while setting the industry standard for stagecraft.

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, sexual orientation, pregnancy, disability, age, veteran status, political affiliation or philosophy. All qualified applicants are encouraged to apply.

Questions about this position or the application process should be directed to:
Liz Kellogg, Director of Human Resources humanresources@santafeopera.org.

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