

THE
SANTA FE
OPERA



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JOB DESCRIPTION – Media & PR Internship

Reports to: Director of Media & PR

Title: Media & Public Relations Intern

Employment Classification: Seasonal; Non-exempt; Paid Internship

Summary, Scope & Purpose

The Santa Fe Opera Media & PR Department seeks an intern for the 2025 Season to support and learn about all aspects of the department's responsibilities, including the company's earned and owned media, press/public relations initiatives, media capture, content creation and distribution, and social media strategy and content.

This is a seasonal, 40-hour-per-week internship with varied hours and some overtime, lasting from mid-May (circa May 12) through mid to late August (circa August 22). 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 facilitates press ticketing requests and coordinates interviews between press and artists. They also support all aspects of the department's activities including earned media, communications and media capture and distribution activities, as well as 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, Manager and Audience Services Director on ticket-related matters including orders and seat assignments.
 - Send email reminders before every performance.
 - Prepare tickets and parking passes for distribution.
 - Provide nightly ticketing reports to Director and Manager.
- Liaise with the rehearsal office to coordinate artist interviews.
 - Provide accurate and timely communication to all parties involved.
 - Maintain Media Lounge schedule and set-up space for artist use as needed.
 - Supervise and provide technical support during interviews as needed.
- Track and monitor media coverage; work with the Media & PR Manager and Assistant to organize all press coverage for reference and archival purposes, including all media produced by the department.
- With support from Manager, caption photographs for press and company use. Support the distribution of media in a timely manner.
- Assist as needed in proofing press releases and other communications copy.
- Prepare press packets for distribution to company members.
- When requested, attend rehearsals, performances, community events and other outside activities.
- Engage with press and support department in press relations for select show nights.
- Support Director and Manager in providing corrections to members of the press.
- 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.
- Update Production and Artistic Archival Databases as needed.
- Support Manager and Assistant in payables and receivables.
- Support Director and Manager with any on-site event support, including marketing, content creation, event planning, logistics, etc.
- Accompany photographers and videographers while on campus when needed.

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 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.
- Excellent writing ability including skills in email correspondence, copywriting and editing, proofreading, content creation and adherence to company style.
- 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, Tessitura, WordPress
 - Digital editing: Photoshop, Lightroom, Canva,
 - Video editing software: iMovie, Final Cut Pro, Adobe Premiere
- Competency in learning new software programs.
- 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.

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.