

THE ATLANTA OPERA | Marketing and Communications Intern

Essential Duties and Responsibilities

Marketing

- Provide tactical support for marketing promotions strategies
- Create content for e-blasts and e-newsletters
- Provide Box Office assistance
- Assist at marketing events

Communications

- Work with communications team to craft strategies and messaging for blog entries, tweets, Facebook entries, etc., and execute these strategies
- Liaise with The Atlanta Opera's departments to find out what upcoming projects and initiatives should be incorporated into strategy
- Build and maintain content distribution networks
- Create content for feeds and blurbs on various social media sites
- Optimize tags, sharing sites like YouTube/Flickr and search engines
- Tag and title content
- Monitor media
- Provide PR campaign support – including posting events and performance listings and collecting and cataloguing posts
- Upload images to online outlets
- Research new ways The Atlanta Opera can optimize social media vehicles

Qualifications and Experience

- Excels at research, possesses excellent writing, creative problem-solving, and good interpersonal skills
- Has experience in PR, Marketing, or similar field
- Proficient with Microsoft Office
- Dedicated to blogging and use of Facebook, Twitter, YouTube, and LinkedIn
- Understands the social media tool set, including YouTube, Flickr, Forums, Twitter, Wikis, blogs, etc.
- Can demonstrate creativity and adaptability
- Knowledge of musical terms, live musical performance, a plus
- Has excellent English proficiency
- Possesses a responsible and conscientious personality
- Has a high level of adaptability

General

- Part-Time – 15-20 hours per/week for one semester.
- The Atlanta Opera internships are unpaid, but interns may earn credit.
- To apply, please submit a cover letter, writing samples, and resume to lsoldati@atlantaopera.org.