

Public Relations Intern

As an intern of the Center City Opera Theater, you will work as an ambassador for opera and the live performing arts in Philadelphia. In addition, you will be cultivating an active interest in the Center City Opera Theater opera theater's intimate productions in Philadelphia's premier performance venue, the Kimmel Center for the Performing Arts and our cutting-edge arts education program. The Center City Opera Theater offers up to two public relation internships per year. The public relation intern is under the general supervision of the Center City Opera Theater's General & Artistic Directors. This position is part time and uncompensated.

Responsibilities:

Media Relations:

- Update and maintain company's media lists
- Develop a relationship with area media through email and phone to promote the activities of the company
- Develop potential media pitch ideas & storylines for local media, including, print (both daily, weekly and monthly newspapers and magazines), radio, television.
- Draft press materials including weekly press releases, media alerts, pitch letters.
- Distribute all press releases via fax & email.
- Maintain and update company's press kit.
- Develop and maintain a book of press clipping about the company.
- Monitor local media sources for stories of interest.
- Assist Education Director in promotion of Center City Opera Theater's *OPERAtunities in Education* program.

Marketing

- Coordinate with marketing department in promotion of all marketing messages
- Assist marketing department in all direct mail campaign.

Requirements:

- 2-3 days a week; hours flexible & TBA.
- Ideal candidate will be a strongly motivated, creative self-starter, who is not afraid to ask questions. Outgoing, affable, highly analytical, energetic and flexible, able to work in a fast-paced environment and maximize resources. Good proof reading skills. Dependable, efficient and timely.
- Strong communication skills (oral and written) with considerable attention paid to detail.
- Database skills (MS Access) are beneficial.
- Highly proficient with MS Office, specifically Excel.
- Knowledge of the arts and/or opera is preferred.
- Minimum qualifications: current college junior or senior pursuing a degree in marketing, communications, journalism or industry-related major with emphasis in arts management.

Interested candidates should send email a cover letter, resume and the names & phone numbers of at least three references to info@operatheater.org.