

Marketing 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 three marketing internships per year. The marketing intern is under the general supervision of the Center City Opera Theater's General & Artistic Directors. This position is part time and uncompensated.

Responsibilities:

Advertising & Promotions

- Assist in strategic advertising campaign implementation, as guided by our company's advertising agency.
- Assist in media buying and project management for radio and print advertising placements.
- Copywriting support for radio and print advertising.

Direct Marketing

- Help develop and test key messages
- Profile prospective audiences
- Oversee and assist with all poster, flyer, and brochure distribution.
- Assist in direct mail campaigns.
- Act as project manager for direct-mail pieces, interacting with staff and volunteers, liaison with design and print firms, and bulk mail post office.
- Assist in planning and implementing a telemarketing campaign for a June 2007 world-premiere.

Group and Specialty Sales

- Assist in prospecting potential groups for subscription and single-ticket sales.
- Assist with onsite visits/meetings to group-sales prospects when appropriate.

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.