



## **INTERNSHIP DESCRIPTION**

**Title:** Minnesota Opera Online Content Intern  
**Reports to:** Daniel Zillmann, Communications Manager  
**Classification:** 15-20 hours per week  
**Stipend:** Volunteer Internship  
**Start Date:** September 9, 2013

COLLEGE CREDIT MUST BE RECEIVED FOR THIS INTERNSHIP.

## **SUMMARY:**

Minnesota Opera's Online Content Intern, under supervision of the Communications Manager, and in close coordination with the Technology and Interactive Media Manager, will assist in building and monitoring the online presence of one of America's leading opera companies. The intern will learn about using and developing modern websites and social media in the marketing and public relations activities of an opera company.

The Online Content Internship will run from September 9, 2013 – May 16, 2014. The schedule is approximately 15-20 hours per week, including nights and weekends, with exact schedule to be determined. Internship is available immediately and negotiable in length, but a full season internship is preferable (September – May). Please only apply if you are available 15-20 hours per week.

All interns can expect to interact with staff in various departments throughout the company, providing a better understanding of the role of multimedia content within an arts organization.

Applications will be accepted until the position is filled.

## **ACTIVITIES:**

- Produce various web content in HTML, PHP and JavaScript using the latest technology and industry best practices.
- Handle simple to moderately complex web graphic design using Adobe products.
- Collaborate with Communications Manager and Technology and Interactive Media Manager to create and monitor Minnesota Opera's social media presence, including our various Facebook pages, Twitter account and blog.
- Research and brainstorm content ideas that fit within the social media plan.
- Develop other social media presences (Google+, LinkedIn, etc.).
- Collaborate with Communications Manager, Technology and Interactive Media Manager and other Communications Interns to develop content for the Opera's social media initiatives (in addition to the above-mentioned outlets, YouTube, Flickr, Instagram and Pinterest), website and e-communications.
- Potential for backend and server administration experience.

**QUALIFICATIONS:**

- Working knowledge of HTML and PHP.
- Interest in social media strategy.
- Experience with current online and social media platforms required (Facebook, Twitter, YouTube, WordPress, etc. preferred).
- Detail-oriented with the ability to multitask and meet deadlines required.
- Strong written and verbal communication skills.
- Strong interest in pursuing a career in not-for-profit/performing arts publicity.
- Professional demeanor.
- Undergraduate/graduate students and recent college graduates (all majors are welcomed, though arts administration, public relations, journalism, communications, digital media and other related majors are preferred).

**FOR CONSIDERATION:**

Please submit cover letter, resume and a link to your personal blog OR twitter handle OR a public Facebook page you administrate to [dzillmann@mnopera.org](mailto:dzillmann@mnopera.org).

Minnesota Opera is an AA/EO Company