



## **INTERNSHIP DESCRIPTION**

**Title:** Minnesota Opera Public Relations 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 Public Relations Intern, under supervision of the Communications Manager, will assist the department in securing production-related press coverage. The intern will learn about using communications and public relations tactics to promote the work of an opera company.

The Public Relations Internship will run from September 9, 2013 – May 16, 2014. The schedule is approximately 16-24 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 16-24 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 PR within an arts organization.

Applications will be accepted until the position is filled.

### **ACTIVITIES:**

- Monitor press and clip articles on Minnesota Opera productions, events and talent.
- Attend photo shoots, press attended events and final dress rehearsals (evening availability requirement).
- Update Minnesota Opera press webpage and media contact database
- Assist in proofing news releases.
- Assist in pitching Minnesota Opera productions and talent to community and college print/online media.
- Organize Minnesota Opera's "Social Media Night" (social event and final dress rehearsal attended by bloggers, graphic novelists/comic book artists, live-tweeters, etc., one for each of our five productions).
- Support Marketing and Communications Department staff with administrative duties, including publicity archives, online calendar updates and special projects.

**QUALIFICATIONS:**

- Previous public relations/publicity experience or coursework strongly 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