



INTERNSHIP DESCRIPTION

Title: Minnesota Opera Social Media Intern
Reports to: Daniel Zillmann, Communications Manager
Classification: 15-20 hours per week
Stipend: Volunteer Internship
Start Date: September 10, 2012

COLLEGE CREDIT MUST BE RECEIVED FOR THIS INTERNSHIP.

SUMMARY:

Minnesota Opera's Social Media Intern, under supervision of the Communications Manager, will assist in monitoring and constructing the social media presence of one of America's leading opera companies. The intern will learn about using social media, marketing and public relations to promote the work of the Opera.

The Social Media Internship will run from September 10, 2012 – May 17, 2013. 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 the organization.

Applications will be accepted until the position is filled.

ACTIVITIES:

- Collaborate with Communications Manager to create and monitor Minnesota Opera's social media presence, including our various Facebook pages, Twitter account and Company 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, Multimedia Communications Intern and Photography Intern to develop content for the Opera's social media initiatives (in addition to the above-mentioned outlets, YouTube, Flickr, Pinterest and Picasa), website and e-communications.
- Organize Minnesota Opera's "Social Media Night at the Opera" (social event and final dress rehearsal attended by bloggers, graphic novelists/comic book artists, live-tweeters, etc., one for each of our five productions).

QUALIFICATIONS:

- Interest in social media strategy.

- Experience with current social media platforms required (Facebook, Twitter, YouTube, WordPress, etc. preferred). Detail-oriented with the ability to multitask and meet deadlines required.
- Familiarity with social media dashboards such as Hootsuite preferred.
- Strong written and verbal communication skills.
- Strong interest in pursuing a career in not-for-profit/performing arts publicity.
- Professional demeanor.
- Previous public relations/publicity experience strongly preferred.
- 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.

Minnesota Opera is an AA/EO Company