

# OPERA CAROLINA

## Internship Opportunity

**Position:** Marketing & Communications Internship

**Time Frame:** Fall (September through December)  
Spring (January through May)

**Reports to:** Director of Marketing

**Goal:** Assigned to the Director of Marketing, this internship provides a well-rounded internship experience, focusing on individual production marketing, planning and marketing department events including the annual Golf Tournament (spring only).

*The intern will work with all members of the Opera Carolina staff to obtain an atmosphere that is positive, forward thinking, efficient and inclusive.*

**Duties:** *The following are intended to describe the general nature and level of work performed by people assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties and skills required of this position.*

The Marketing Intern assists the Market Department with general marketing activity including public relations, distribution, market and audience trends analysis, and audience ticketing.

- Audience Research and Development
  - Market research
  - Retention Analysis and Research
- Public Relations
  - Manage media contact database
  - Write press releases
  - Compile press books in accordance with AP guidelines
  - Coordinate promotional events
- Audience Database Management
  - Acquire, code, input and manage audience data
- Corporate Sponsorship
  - Event Management

**Requirements:** Applicants should possess strong communications & interpersonal skills, as well as a flexible attitude regarding job duties. Computer skills (working knowledge of Microsoft Windows/Office, including Word, Excel, & Outlook) are required. Advance Excel and Database management skills preferred.

**To apply for this position, please send or email coverletter, resume and at least one reference list to:**

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