

Job Description

Title:	Digital Marketing Intern
Department:	Marketing
Supervisor:	Director of Marketing
Status:	Internship

Summary

We are looking for a digital marketing intern to work closely with the Director of Marketing and have a hand in all aspects of our digital marketing strategy. Your skills will be exercised extensively in this fast-paced and fun environment.

The Digital Marketing Intern will assist the marketing team in general marketing areas, with a primary focus on Opera Carolina's digital and social media marketing initiatives. The Marketing Intern will also participate and help coordinate special events and manage online accounts for the BRAVO! Young Professionals Group.

This will be an unpaid internship and will require 10-15 hours per week of availability.

Job Description

Digital Marketing (50% allocation)

- Create, develop and manage content for Operacarolina.org
- Build out new web pages and update requests.
- Assist with graphic design tasks.
- Collaborate with Marketing Director to come up with ways to increase online presence.
- Help draft and design e-blast communications to audience members.

Social Media (30% allocation)

- For the Opera season, you will work with the marketing and education departments to create engaging social media content for the following channels: Facebook, Twitter, & Instagram.
- Countdown to performances/productions with real-time updates/content.
- Develop creative and 'out-of-the-box' campaigns to engage our social media audience.
- Work with marketing team to define metrics for evaluation of social-media efforts.

Marketing Team Support (20%)

- Provide administrative support to update and organize internal content storage sites.
- Participate in team meetings and activities.
- Learn subscription acquisition tactics and help prep campaigns.
- Brainstorm user engagement and retention ideas.

Job Requirements

This person should have excellent verbal and written communication skills, with extensive knowledge of Web and social media. Intern will not be provided with a laptop or computer so applicant must have a personal computer to complete above job responsibilities. PowerPoint, Word and Excel experience is a bonus, and will be considered when choosing the best applicant for this internship position.