**Berkeley Arts Connect Student Intern Application**

**Deadline to Apply: Friday, April 3, 2015**

**Intern Interviews: early April, 2015**

**Intern Orientation: on or about Monday, August 24th**

**\*\*\*ONCE COMPLETE, PLEASE SAVE THIS FILE WITH YOUR NAME ADDED TO THE FILENAME AND EMAIL TO JSALTZMAN@AURORATHEATRE.ORG.\*\*\***

**For questions, please contact:**

Lauren Pearson, Arts Research Center, [lauren.pearson@berkeley.edu](mailto:lauren.pearson@berkeley.edu)

Julie Saltzman Kellner, Aurora Theatre Company, [jsaltzman@auroratheatre.org](mailto:jsaltzman@auroratheatre.org)

**Responsibilities & Expectations**

* Be available to and attend interviews with interested organizations in the first part of April
* Attend an orientation on **Monday, August 24th**
* Provide consistent and your strongest possible work for your organization for 6-8 hours per week throughout the 2015/16 academic year (school breaks are time off)
* Attend monthly meetings and participate in conversation with the full intern cohort
* Complete all pre, midway, and post program evaluation requests

**Name:**

**Phone:** **Email:**

**Major:**  **Graduation Year:**

**Site Preferences (see attached list for choices and descriptions)**

**1.**

**2.**

**3.**

**Short Answer Questions**

1. **Why do you want to intern with a Berkeley Arts Connect Internship Program organization?**
2. **Describe your past experience in arts practice, arts administration, communications, marketing, graphic design, and/or fundraising:**
3. **What skills do you bring to your work? List all relevant skills (i.e. internet research, video editing, graphic design/editing, social media, grantwriting, event planning, general office skills, making sales calls, etc.) Expand on two of these skills and give examples of how you applied these skills in the past:**
4. **What is the importance of art and culture for communities and/or cities like Berkeley?**

**Berkeley Arts Connect**

**2015/16 Internship Descriptions**

**Berkeley Arts Connect Organizations (descriptions below):**

1. ACCI Gallery
2. Aurora Theatre Company
3. Berkeley Art Center
4. Berkeley Repertory Theatre
5. Crowden Music Center
6. Danse Lumiere
7. Kala Art Institute
8. La Pena Cultural Center
9. Samavesha
10. West Edge Opera
11. **ACCI Gallery**

**Gallery Intern**

**Agency Description:** The mission of ACCI Gallery is to provide a showcase for emerging and established artists to display and sell their artwork, while building community among artists, members, and patrons alike.

**Work Schedule:** Shifts can include Mondays, Thursdays, and Fridays between 11:00-6:00; hours flexible.

**Location**

**Address:** 1652 Shattuck Avenue

**Public Transportation:** Yes, downtown Berkeley BART and many AC transit lines

**Internship Description**

**Intern Skills:** The ideal intern will have moderate computer skills, ability to use the internet and email with no supervision. An interest to learn FileMaker Pro, Weebly, Photoshop, Word, Excel is a must. Flexibility and a desire to improve procedures is highly regarded.

**Intern Duties**

* Community Outreach *(30%)*
  1. ACCI Gallery’s intern would learn to use Constant Contact to draft monthly e-blasts to ACCI customer email list.
* Support Membership program *(30%)*
  1. Intern will draft ACCI Artists newsletters, update our FileMaker Pro Database, assist Members and Associates with forms & procedures using Word, Excel, and Adobe.
* *Support Marketing and Communications program (30%)*
  1. assist with website upkeep using Weebly and Photoshop, research and execute Social Media posts using Instagram, Facebook, and Pinterest..
* *Gallery Sitting (10%)*
  1. Intern will assist Staff with daily operations and assist patrons, learning to work with the public while providing sales backup on occasion.

1. **Aurora Theatre Company**

**Marketing and Development Intern**

**Agency Description:** Aurora Theatre Company provides a nurturing environment for theatre artists and artisans to produce and develop plays that place a high value on substance, intelligence, and craft. We strive to enrich the lives of our audience by producing high-quality, thought-provoking work that shines in an intimate setting. Our budget is approximately $1.8 million. We produce five plays on our mainstage each season and a sixth in our second space (the sixth one added for the first time opening April 2014). The BAC Intern will work closely with the Marketing Manager for about 75% of the time and with the Development Director and Annual Fund Manager for approximately 25% of the time. Depending upon the specific skills of the intern he or she will work on a combination of market and competitor research, graphic design, sales and donor analysis, social media content creation and strategy, and/or post-show audience interviews for marketing and be actively involved in the planning of the annual fundraising gala and other special events with development.

**Work Schedule:** To be determined based on intern availability, but all work to be done Monday-Friday between 10:30-4:30 with a possibility of a few evenings throughout the season to help at events or to film post-show audience interviews.

**Location**

**Address:** 2081 Addison

**Public Transportation:** Yes, downtown Berkeley BART and many AC transit lines

**Internship Description**

**Intern Skills:** The ability to take direction, but then work on a project with some degree of autonomy. The ability to see a project through to completion and understand next steps. A desire to learn and be involved. Engagement in the organization and job. Basic excel and internet research skills. Experience working with social media, the Adobe design suite, and/or databases is a plus. Good writing skills are strongly preferred.

**Intern Learning:** Marketing

**Duties**

* **Duty #1:** Marketing

Details will be determined based upon the intern applicant pool.

* **Duty #2:** Development

Details will be determined based upon the intern applicant pool.

1. **Berkeley Art Center**

**General Intern**

**Agency Description:** Berkeley Art Center serves the diverse and creative citizens of this unique regional area, through the presentation of visual art exhibitions and related programs that are relevant, engaging, and inspiring. Berkeley Art Center has a robust internship program that is always developing and growing. We typically employ 3-6 interns concurrently throughout the year. Internships at the Berkeley Art Center provide students or emerging arts professionals with the experience and training they need to better participate in the Bay Area arts community. While at Berkeley Art Center interns will learn all aspects of running a thriving and growing arts organization; from communications and development to programming and exhibition management. Interns will help build on the organization’s 47 year archive while maintaining current programming and preparing for future events.

**Work Schedule:** Each intern works with the ED at Berkeley Art Center to create a schedule that works for their schedule as well as the needs of the organization. Typically, interns work one 6-hour day between Wednesday-Sunday with additional nighttime and weekend events.

**Location**

**Address:** 1275 Walnut Street

**Public Transportation:** Somewhat. We are a pleasant 1.1 mile walk from Downtown Berkeley BART. Our closest bus lines are the 1, 18, 67, and FS AC transit lines.

**Internship Description**

**Intern Skills:** We are looking for interns with a positive, can-do attitude, who do not mind wearing multiple hats and multi-tasking, with strong organizational skills, strong writing and editing skills, and a passion for art and artists. All levels of experience will be considered, but basic experience on computers, Photoshop and InDesign is preferred

**Duties:**

Interns will be directly involved in the administration of the following programs.

• 50% Arts Administration: Interns will be directly involved with archiving materials for each exhibition as well as the overall maintenance of the 47 year organizational history. This also includes managing materials and information for current and upcoming shows by helping with communication and marketing, documentation and outreach, website and social networking upkeep.

• 20% Gallery Operations: BAC is located in an old building and there are general task of keeping the space clean and accessible for visitors. Interns will also learn how to install and deinstall exhibitions and how to maintain a physical gallery space with few resources.

• 30% Exhibitions Education and Public Programs:

We typically show six exhibitions per year in the BAC gallery space. These exhibitions and related public programs are free of charge and open to the public, promoting work by Bay Area artists and providing a space for the contemplation of art by the local community. Interns will help prepare and staff the opening receptions, public programs and other events. Interns can also participate and assist facilitators with these events. Programs for Young Artists at BAC are dedicated to providing free arts education based workshops for youth from kindergarten to high-school, led by Bay Area based emerging artists and arts educators. The bi-monthly workshops will be free and open to all young people and their families.

1. **Berkeley Repertory Theatre**

**Development & Marketing Intern**

**Agency Description:** Berkeley Repertory Theatre seeks to set a national standard for ambitious programming, engagement with its audiences and leadership within the community in which it resides. We endeavor to create a diverse body of work that expresses a rigorous, embracing aesthetic and reflects the highest artistic standards, and seek to maintain an environment in which talented artists can do their best work. We strive to engage our audiences in an ongoing dialogue of ideas, and encourage lifelong learning as a core community value. Through productions, outreach and education, Berkeley Rep aspires to use theatre as a means to challenge, thrill and galvanize what is best in the human spirit. Berkeley Rep has grown from a storefront stage to a national leader in innovative theatre. Known for its core values of imagination and excellence, as well as its educated and adventurous audience, the nonprofit has provided a welcoming home for emerging and established artists since 1968. With an operating budget of $12.6M, the Theatre welcomes an annual audience of 200,000, serves 20,000 students both on-site and in more than 120 Bay Area K-12 schools, and hosts dozens of community groups, thanks to 1,000 volunteers and more than 330 artists, artisans and administrators. With its year-round operations and service to, Berkeley Rep is proud to run one of the most comprehensive arts education programs of any professional arts organization in California. Berkeley Rep?s School of Theatre serves a key role by offering its high-quality Outreach programs at deeply subsidized rates to schools in underserved communities, providing a vital resource for students and classrooms that are most in need. Berkeley Rep is proud to premiere thoughtful new plays by emerging, seasoned, and non-traditional artists whose voices echo current social, political, and artistic themes that reflect a broad range of human experiences and cultures. We are devoted to producing plays that open minds and examine injustices. Our commissioning and new play development program has become one of the country?s leading incubators of provocative new work. Since just 2003, we have commissioned 28 new plays and have helped send eight shows to Broadway. Last year, we launched The Ground Floor, Berkeley Rep?s Center for the Creation and Development of New Work, an innovative community-building initiative based at our new campus on Harrison Street in west Berkeley. Through commissions, summer residencies, ongoing support, collaborative work spaces, on-site workshops, and world premiere productions in both of our mainstage theatres, we will launch the careers of even more emerging artists while cultivating strong ties to the community and strengthening relationships with established artists. Berkeley Rep’s community includes a diverse cross-section of the greater Bay Area. Including both audience members and students, approximately 28% are under 34 years of age, 48% from 35-64, and 24% are 65 or older. With rega

**Work Schedule:** Hours could be flexible and customized based on the interests and availability of the intern. For in-office work, 1-2 days a week of 3-8 hours each would be ideal. Some weeks those hours could be skipped in order to facilitate attendance at evening marketing and development events (to be determined one month in advance.)

**Location**

**Address:** 999 Harrison Street

**Public Transportation:** Yes, BART: 20min walk from N. Berkeley Station. AC Transit: 52, 72, 72R, 72M, 25, 18

**Internship Description**

**Intern Skills:** Interns should have an interest in developing a career in arts administration, together with a background in the arts (theatre preferred, but not required). Computer experience is required.

**Intern Learning:** Marketing

**Duties**

* **Duty #1:** Marketing

Database Management and Administrative Support: Berkeley Rep’s intern would be trained in Tessitura, a database software that is heavily-used in performing arts organizations as well as museums and other cultural organizations, for ticketing and development. He or she would learn donation entry protocols and ticketing procedures, as well as how to use Tessitura to facilitate prospect research. The intern would also be trained in basic administrative skills that would allow them to transition easily into an office setting, including best practices for organization, filing, phone demeanor, and more.

* **Duty #2:** Development

Special Event Support: Depending on their evening availability, our intern would have the opportunity to provide support for special events at the Theatre, together with tabling opportunities. In addition to observing successful event planning, the intern would learn how to interact with both major donors and general audience members in both the customer service and fundraising spheres, and how to speak persuasively regarding the Theatre?s artistic mission. Together with Donor Research, this component will provide a comprehensive look at cultivating and stewarding individual donor and customer relationships.

* **Duty #3:** Development

Donor and Audience Development Research: Berkeley Rep?s intern would be shown how to utilize the tools available (Foundation Center, WealthEngine, etc) to discover background information on donors and prospects. He or she would be trained in identifying useful information, and recognizing what information staff needs. The intern would also be tasked with specific audience development research, identifying target groups based on the topics presented in the upcoming season?s plays.

* **Duty #4:** Marketing

Flexible Marketing Project: Based on the intern?s interest, Berkeley Rep?s marketing department would work with him or her to create a customized research project, potentially looking at: improving email gathering techniques, new technology advances, media research, market research, or a topic to be determined. In order to guide this choice, the intern would be introduced to the wider context of arts marketing, and receive an overview of the current communications systems at Berkeley Rep. Please note - this is the only duty that completely falls in Marketing. Duties 1-3 include both Development and Marketing.

1. **Crowden Music Center**

**Communications Internship**

**Agency Description:** The intern will assist Crowden Music Center's Director of Publications and Public Relations as needed in all areas of communications, including marketing, media relations, and internal communications. The Crowden Music Center, a nonprofit organization, serves as a vital music hub for the Bay Area. Music education is available to the entire community through our two divisions: Crowden Center for Music in the Community and The Crowden School for grades four through eight. Crowden serves roughly 1,400 students, primarily from Alameda and Contra Costa Counties, and hosts more than 10,000 visitors from the larger Bay Area each year. The organization budget is around 2 million dollars. Crowden celebrated its 30th Anniversary celebration in 2013-14.

**Work Schedule:** The interns hours will be flexible. Afternoons or evenings is a huge plus, but nor requried.

**Location**

**Address:** 1475 Rose Street

**Public Transportation:** Yes, North Berkeley BART, Hopkins Street bus lines

**Internship Description**

**Intern Skills:** The intern should have superior writing and proofreading skills, an ability to work independently. Facility with Microsoft Office is required; HTML and Adobe preferred. A passion for music or education is a must!

**Intern Learning:** Marketing

**Duties**

* **Duty #1:** Marketing

Assist with market research. Compile survey results as directed. Assist with enrollment data compilation, ROI analysis. Regularly search for new online listing sites, directories, etc. Update online listings, calendar submissions, etc. as directed. Post announcements to listserves and sites like Berkeley Parents Network, etc. as directed. Distribute flyers, posters, and postcards as directed. Assist with social media campaigns (posts, researching content, messages, etc.) as directed. Assist at events as directed

* **Duty #2:** Please Describe

Publications support: Create signage as directed; Create initial drafts for in-house publications as directed, including TCS weekly newsletter, TCS & CCMC concert programs, etc.; Make initial quote requests as directed.

* **Duty #3:** Administrative

Administrative support: Organize and maintain photo archives; Maintain production calendars and schedules as directed; Distribute production schedules and deadline reminders to all writers, proofreaders, designers, etc. as directed

1. **Danse Lumiere**

**Marketing & PR Intern**

**Agency Description:** Danse Lumiere combines the arts, environment, and humanity through the presentation of original dance productions and through a training program. The mission is presentation of performances for the diverse population of Berkeley.

**Work Schedule:** Will meet once per week with Director, but do the remainder of the work independently.

**Location**

**Address:** 2055 Center Street

**Public Transportation:** Yes, BART – downtown Berkeley and multiple AC transit lines

**Internship Description**

**Intern Skills:** Interns must be articulate, write well, have excellent communication skills, work to deadline, have knowledge of computers and social media, plus websites.

**Intern Learning:** Please Describe

**Duties**

* **Duty #1:** Marketing

Intern will be trained in grassroots marketing: creating posters, fliers, and utilizing social media.

* **Duty #2:** Public Relations

Intern will be trained in creating press releases, entering calendar listings, and approaching editors.

* **Duty #3:** Fundraising

The intern will train in grantwriting.

1. **Kala Art Institute**

**Development Intern**

**Agency Description:** MISSION Kala Art Institute's mission is to help artists sustain their creative work over time through its Artist-in-Residence and Fellowship Programs, and to engage the community through exhibitions, public programs, and education. Artists at Kala are encouraged to produce innovative artwork of the highest quality, and are given total freedom to realize their artistic vision using media that span the Gutenberg to digital eras. Artists are also provided with a number of professional development opportunities, and a spirit of exchange and education is nurtured through artist involvement in exhibitions, special events, lectures, teaching, and classroom experience. Additionally, Kala is committed to offering quality art education to the general public and public school children through its on-site program of classes and workshops and its Artists-in-Schools program, established in 1991, providing multiple-week artist-led instruction to students in East Bay public schools and summer programs. HISTORY Founded in 1974 by Archana Horsting and Yuzo Nakano as an international workshop and forum for ideas, Kala Art Institute provides exceptional facilities to professional artists working in all forms of printmaking, digital media, photography, and book arts. Located in the former Heinz ketchup factory in West Berkeley since 1979, Kala?s 15,200 square foot facility houses an extensive array of artmaking equipment, as well as a public exhibition gallery, an art library and an extensive print archive. Established artists associated with Kala over the years include Squeak Carnwath, Roy de Forest, Jessica Dunne, Bella Feldman, Barbara Foster, Sonya Rapoport, Peter Voulkos, and William Wiley. In addition to the artists in residence program, the organization?s annual activities include over 100 classes and workshops open to the general public; 8-12 visual art exhibitions in Kala?s gallery as well as off-site locations; on-going lectures, artists talks, and special events open to the general public; and an Artists- in-Schools program that provides curriculum-based visual arts education to children in schools in Berkeley, Emeryville and Oakland. Kala currently serves approximately 25,000 individuals annually, many of whom reside in the East Bay region of the San Francisco Bay Area. The Development and Marketing Intern works with Kala staff to support all of Kala's community programs.

**Work Schedule:** One day a week, Intern’s choice: Tues-Friday between 10-5.

**Location**

**Address:** 2990 San Pablo Avenue

**Public Transportation:** Yes, Ac Transit, bus 72 runs along San Pablo Avenue, BART station is Ashby BART

**Internship Description**

**Intern Skills:** Attention to details, strong communicator, solid researcher and writer, takes initiative, willingness to learn.

**Intern Learning:** Development

**Duties**

* **Duty #1:** Database Management and Administrative Support (20%)

Intern would be trained in Filemaker Pro and for Kala s/he will help with tracking donations, membership renewal, and more.

* **Duty #2:** Development (50%)

Intern would be trained in grantwriting, grant reporting, and research. Intern would also be trained in auction planning, development, and implementation for Kala’s annual spring gala and auction. We currently use Ready, Set, Auction and have many tasks for this time-consuming prep.

* **Duty #3:** Marketing and Communications (30%)

As part of a cross-marketing team at Kala, the intern would be working with staff to develop content for our website, e-blasts, and social media platforms (instagram, facebook, twitter, vimeo, youtube), and doing a flexible independent research project.

1. **La Peña Cultural Center**

**Fund Development Internship**

**Agency Description:** program?s mission, description of the population served, and all program activities. La Peña is a vibrant community cultural center with a national reputation and a global vision that promotes peace, social justice and cultural understanding through the arts, education and social action. As a welcoming gathering place, La Peña provides opportunities for artists to share diverse cultural traditions, to create and perform their work, and to support and interface with diverse social movements. Our audience is very diverse, and we offer programs that reflect various interests that our community is passionate about. For many years, La Peña has remained a vital force in activism and the arts, and we strive to provide programming that will engage our community who is very passionate about immigration rights, labor rights, the environment, the economy, and social justice. The intern will be exposed to all aspects of the programming that we have to offer, and based on their interest, will be able to develop a project that incorporates the programming that they find most appealing. Arts Education: Our center has a growing Arts Education program which offers classes for both adults and children. These classes include Latin Jazz Ensemble, Bomba y Plena for adults and Kids, Rockin Kids Sing Along, Blues Dance, a children?s music series that takes place every Saturday morning, and much more. Our Arts Education program continues to grow, and we?ve added a few new classes in 2014. Social Justice themed programming: We offer our space to several organizations who host monthly talks, lectures and discussions on important political topics. A few of these monthly forums include collaborations with organizations such as Center for the Study of the Americas and Food First, and we?ve also hosted monthly forums with Politics on Tap, and Global Exchange. Culturally diverse music and dance events: We present over 200 programs a year, representing a diverse array of cultures and traditions. A few of our most popular genres include: Flamenco, Latin Jazz, Cuban, and Bomba y Plena. We also offer monthly Open Mic nights, DJ/Dance Nights, and Lounge Rumba sessions. Additionally, we recently starting hosting restaurant pop-ups which integrate culturally specific food and music.

**Work Schedule:** The intern will come in twice a week, for 4 hours a day. They can choose to come in any two days between Tuesday - Friday, and ideally those days would be consistent. It would be beneficial for the intern to experience our programs, and it would be ideal for them to come to an evening program at least twice a month to interact with the community and experience our programs first-hand. During these nights, the intern would assist with running and hosting our event, and we would adjust their schedule for that week as to not go over the allotted 8 hours.

**Location**

**Address:** 3105 Shatuck Avenue

**Public Transportation:** Yes, If yes, by which BART/AC lines? Ashby Bart and AC Transit line 18 If yes, by which BART/AC lines? Ashby Bart and AC Transit line 18 If yes, by which BART/AC lines? Ashby Bart and AC Transit line 18 Ashby BART and AC Transit Line 18

**Internship Description**

**Intern Skills:** - 2 years college or equivalent community experience - Ability to work collaboratively with a diverse team - Interest in music, dance, arts education, fundraising/crowdfunding - Computer and web savvy including MS Office, crowdfunding sites, and social media platforms - Be creative and have strong written and oral communication skills - Previous experience in an administrative role is a plus - Strong people skills

**Intern Learning:** Development

**Duties**

* **Duty #1:** Development

Fund Development and research 30% of time One of the main tasks for this internship is to manage the business sponsorship component of our campaign, and keep contact going with contributors and potential contributors. The intern will be taught how to conduct research of new funding streams, and will also be trained on how to maintain a donor database through Salesforce.

* **Duty #2:** Development

Individual fundraising project 30% of Time The intern will spend time working on their own project that they develop, such as a fundraising event that can be held at La Peña. Many different aspects of the event would be developed by the intern, and they will be encouraged to be creative with this project. The intern will be able to explore many different factors that go into coordinating an event, such as performances/entertainment for the night, organizing, outreach to targeted groups, and marketing strategy.

* **Duty #3:** Admin/Proofreading/Grant Administration

General administrative support/proofreading/grant administration - 30% of time Provide general administrative support in the office, in which they will learn the day-to-day operations of a non-profit. Administrative support could include assistance with proofreading, grant administration, and writing for media.

* **Duty #4:** Community and Programming

Community and Programming - 10% of time This time is allotted for evening events where the interns would interact with the community at our events. During these nights, the intern will become familiar with the operations that go into running an event which will help them prepare for their individual project.

1. **Samavesha**

**Assistant Production Manager**

**Agency Description:** The intern will work with the Artistic Director and other Samavesha staff to produce the 2015 Art in Nature: the Art in Nature Festival, a free multidisciplinary performing arts festival located along the mile-long Stream Trail of Redwood Regional Park in Oakland. Our fall 2015 festival will be our 5th since 2010. See www.artinnaturefestival.org for more info. The festival is guided by the principle that all art forms originate from a universal human characteristic creativity. Our festival conveys this universality by revealing the creative process of 200+ artists and performers in a variety of art forms, and also by giving festival goers access to their own creativity through many participatory activities and performances. Our mission in producing the Art in Nature Festival is to utilize the power of nature and art to bring people closer together, to draw out innate creativity, to inspire future generations, and to provide a model for collaborative and innovative actions. By providing a free festival, we reduce financial barriers so that everybody is able to participate. The festival develops in 12 main theme areas featuring music, dance, sculpture, painting, martial arts, poetry, circus arts, theater, visual arts, storytelling, arts & crafts and kids events. Tucked among the meadows, redwoods and oaks, this festival brings together an array of diverse communities, people of all ages, and local and international artists. The festival has a budget of $40,000 and around 3,000+ participants.

**Work Schedule:** This position requires 8 hours of work a week. The intern is required to work at Samavesha Studios in Oakland at least twice a month an on his/her own for the rest of the time and to keep a diary of their activities. The intern is also required to attend monthly management team meetings with the Artistic Director and communicate in a timely fashion, responding promptly to phone calls and emails related to this position.

**Location**

**Address:** 1427 Holman Road. Oakland

**Public Transportation:** Yes, 19th Street BART

**Internship Description**

**Intern Skills:** The intern should be energetic and flexible, and have: excellent written, a computer, and interpersonal communication skills; the ability to think creatively and analytically to solve problems; the ability to work independently and collaboratively; strong time-management skills; strong organizational skills and attention to details; passion for the arts, community, and nature.

**Intern Learning:** Please Describe

**Duties**

* **Duty #1:** Event Production

Work on the event plan with the Artistic Director and the Production Manager, including creating the planning timeline, task lists and assignments for subcommittees, gathering artists and volunteers, and creating the logistical plan for the day of the event.

* **Duty #2:** Fundraising

With the Artistic Director and Fundraising Committee, refine our fundraising materials, write grant proposals, and reach out to individual and corporate donors for in kind and monetary support.

* **Duty #3:** Marketing

Marketing and communications. With the Artistic Director and our Outreach Committee, refine and implement our publicity plan for the festival as well as our internal organizational communication plan to be used in the months leading up to the festival.

1. **West Edge Opera**

**Development and Marketing Intern**

**Agency Description:** West Edge Opera believes that everyone, regardless of age, circumstance, or background, can discover the excitement and relevance of opera in their lives. We look at the art form through a new lens, re-imagining tradition to connect with a modern audience. We create innovative experiences of the highest quality that respect the original spirit of the work.

**Work Schedule:** 2-3 days per week with hours mutually agreed upon between intern and General Director

**Location**

**Address:** 2809 Telegraph Avenue (upstairs)

**Public Transportation:** Yes, Ashby BART and AC Transit Telegraph route

**Internship Description**

**Intern Skills:** Computer literacy, interest in database management and social media, general curiosity. A self-starter who can work independently but knows when to ask for help or information. Some knowledge of opera/classical music is a plus.

**Duties**

* **Duty #1:** General Marketing

Working with the General Director and Marketing Committee, Intern will learn marketing processes and how to use available tools to make marketing plans that are most effective and appropriate for the purpose.

* **Duty #2:** Development database management and research

Intern would be trained in Vendini, a database software often used for ticketing and donations, and Neon, a database software used for donor management. In addition, the intern would be shown how to find and use such tools as are available through the Foundation Center to research donors and prospects and learn to identify information that will be useful to the organization.

* **Duty #3:** Independent marketing project

Based on intern’s interest, General Director and Marketing Committee would work him him/her to create a customized research project, potentially looking at marketing to new or underserved communities, in the area of social media, or a topic to be determined. This would most likely gorw out of intern’s work in category #1.