



Florida Symphony Youth Orchestra INTERNSHIP: Marketing / Public Relations

The Florida Symphony Youth Orchestra seeks a Marketing / Public Relations Intern. This **paid** opportunity requires **15 – 20 hours / week** (flexible hours), including **some nights and weekends**.

General Description: The Marketing / Public Relations Intern is responsible for assisting in maintaining the brand image of the Florida Symphony Youth Orchestra. The goal is achieved by increasing public and member awareness of all FSYO events, programs and achievements.

- Obtain perspective and experience regarding either a marketing, promotions or public relations position, specifically with a small nonprofit organization.
- Work as a professional ambassador for the Florida Symphony Youth Orchestra.
- Assist cross-departmental departments, when necessary, in meeting objectives.
- Be a helpful, flexible and enthusiastic member of the FSYO team.
- Fulfill every shift with adequate time management and productivity.
- Become invested in this opportunity – Be resourceful and creative – Take the initiative.

Example of Duties and Responsibilities:

- Help set up and implement concerts, special rehearsals, and special events as needed. Some nights and weekends required.
- Write press releases, build press kits, and assist with press mailings.
- Perform market research via phone and internet.
- Assist with media relations, including WKMG Local 6 partnership.
- Assist with grass roots promotion of concerts and special events around Central Florida, including public and private elementary and high schools.
- Help maintain FSYO's collection of press clippings.
- Assist with Facebook, Twitter, YouTube and website blog updates.

Skills / Qualifications:

- Must be a degree seeking student during time of internship. Internship must be part of the student's curriculum, and must provide earned hours that are directly applied to the student's degree.
- Knowledge of Microsoft Office required; knowledge of Adobe Creative Suite a plus.
- Flexibility to work some nights and weekends.

Application Procedure: Send resume and cover letter to: hevans@fso.org. Remember to include the specific internship for which you are applying in the cover letter portion of your application, i.e., "Marketing / Public Relations Internship."