

ALP
Intern Job Description
Academic Year**SUPERVISOR CONTACT INFORMATION:**Name of Organization: **Society for Chamber Music in Rochester**Name & Position of Supervisor responsible for Intern: Meg Burton Tudman, Director of PR & OperationsPhone Number: 585-624-1301 E-mail address: contact@chambermusicrochester.org**POSITION INFORMATION:** (If more room is needed, continue answer on a separate page.)1. Position Title: **Audience Experience Manager**

2. Internship Tasks and Responsibilities:

SCMR's intention is to give the intern real world experience for how a non-profit music organization that is run by a board of directors functions. To that end, interns are invited to attend board meetings and speak about their work. They may also meet with individual board members to learn more about specific responsibilities. There is a strong focus on public relations and marketing, however there are opportunities for special projects based on the intern's interests.

The internship objectives are to:

- Enhance subscriber and concert attendee experiences with SCMR
- Determine audience interests and preferences in chamber music
- Make recommendations and present solutions for public relations and marketing, as well as for areas of specific interest to intern

The intern will be responsible for the following duties:

Public Relations/Marketing/Social Media/Development

- Research chamber music and season program for future social media posts (Facebook, Twitter, LinkedIn, Instagram, YouTube)
- Prepare annual social media calendar based on research with posts and post on SCMR's behalf
- Interview Artistic Directors on video about upcoming concerts and use content for social media posts
- Design graphics to promote events to students or work with graphic artist to develop content
- Distribute brochures and hang concert posters
- Research local event listing opportunities, compile database of contact information and deadlines, and submit listings
- Develop strategies to increase contributions

In addition, interns are encouraged to create a long-term project in an area that interests them. Below are some examples from previous interns.

Music Production/Artist Liaison

- Interaction with artistic directors
- Interaction with our performers from the RPO and Eastman
- Research future programming opportunities
- Develop rehearsal and performance conditions
- Stage management and operation
- Concert hall management

Website

- Assist with new copy development
- Update content (copy, photos, video) for more engagement
- Enhance SEO

Legal

-Audit and review contracts and by-laws
 -Audit licenses and research copyright and license requirements
 -Provide recommendations for changes and present to board

NOTE: The interns will choose focus areas based upon their interest and aptitude, with input from SCMR.

3. What will the Intern(s) learn while performing these tasks and responsibilities? Please be specific as to what skills and experience will be gained.

Intern will learn:
 How to promote an event
 How to write succinct and engaging content
 Hone social media skills
 Hone copy writing and communication skills
 Hone presentation skills
 Real world experience with musicians and executives
 How/why decisions are made to keep organization achieving its goals

Based on additional projects, intern may learn:
 How to update/develop an engaging website
 How to increase search engine results
 How to manage a performance from rehearsal through the live event
 How to create a legal contract and organization by-laws
 Legal trends for non-profit music organizations
 License and copyright requirements for performance organizations

4. Skills and/ or experience that would be necessary or helpful for the intern to have coming into the internship: (technology & social media, project and event management, writing, data management etc.)

-Responsible, self-motivated and creative
 -Independent with desire to work on own schedule (we work remotely, not from a central office)
 -Strong communication skills (written and oral)
 -Email and social media savvy, computer proficiency in Microsoft Office
 -Hootsuite and Square Space proficiency a plus
 -College level musical knowledge
 -Thorough understanding of SCMR mission and interest in music and arts
 -Personal transportation for meetings and concerts (if possible)

5. What is the work environment and how will the intern be supervised? Where and when will the majority of work take place? Is this a typical 9-5 office environment or is much of their work self-directed/done remotely? How often will you meet with the intern to discuss their work assignments and where will that take place?

Much of the intern's work will be self-directed and done remotely. This is not a typical 9-5 office environment. The intern will determine a standard weekly schedule at the beginning of the semester. We will schedule two weekly phone/video chat meetings with Meg and Ingrid Stanlis, VP Finance and Intern Mentor. Meg is also available by phone, email and text for questions that arise between meetings.

6. Is a car required? No Yes Mileage paid? No Yes Amount: _____

Please note that interns must work **at least 85 hours** and are limited to working a maximum 100 hours per semester. Any deviation from this requires prior approval from ALP.

Form Completed by: Meg Burton Tudman Date: 2/1/21