

# PR Internship

## About the (unpaid) internship program

The PR Internship at Opera Australia has been created to give media, communications and marketing experience in arts publicity and communications. This is the perfect first step for any student who hopes to work in arts PR and arts administration, and would like to understand how the PR, marketing and ticketing side of the business works.

**Program Activities** include general administrative tasks and publicity activities. For example:

- Media database management;
- Building media lists;
- Compiling media reports;
- Distributing performance information for media listings across all platforms;
- Some invoicing and budget tracking;
- Assisting at opening nights and media calls;
- Website updates

## Selection Criteria

- Current enrolment in a communications, marketing or media degree. Current enrolment in degrees with majors in communications and PR will also be accepted;
- Interest in the performing arts and publicity;
- Able to work across a range of online platforms;
- Able to demonstrate a high level of self-organisation and reliability;
- Able to liaise with industry contacts when required in a professional manner, by phone and email;
- Comfortable using programs like Word, Excel, PowerPoint, databases and accounting systems.

## Participation

**Participating students are required to:**

- Commit to their engagement as an intern including enthusiastic participation and regular attendance;
- Keep an ongoing journal / diary to record your internship, leading to a presentation at the end summarising your experience as an Intern;
- Follow internal Opera Australia policies, including WHS, Codes of Conduct etc.

Students will need to cover their own general, travel (based in Surry Hills) and food expenses. A computer will be provided. Students will be given two tickets to an opera production staged in Sydney occurring during their internship, subject to availability.

## How to Apply

1. **Fill in the online form.** Tell us about yourself, why you'd like to be part of this and what you'd like to achieve from this program. Let us know what time commitment you are able to make.
2. **Attach a CV and cover letter** to the online form, referencing your performing arts experience and achievements.

## About Opera Australia

Opera Australia is Australia's national opera company. It is the third busiest opera company in the world, presenting more than 700 performances and playing to more than 600,000 people each year.

Opera is a vital part of Australia's cultural landscape. We perform the world's best loved operas under the iconic sails of the Sydney Opera House and at Arts Centre Melbourne, as well as in school halls and outback towns, on Sydney Harbour and the Gold Coast beach. Our performances are broadcast in cinemas, on national television and ABC radio. We also present lavish musicals and concerts around the country.

We bring exciting international talent to the Australian stage, and support the careers of hundreds of Australian singers, musicians and artisans.

For further information please visit [opera.org.au](http://opera.org.au).

## Further information

Email Opera Australia with any questions at [maddison.mccauley@opera.org.au](mailto:maddison.mccauley@opera.org.au)