



Jacksonville Symphony Orchestra - Job Description

Title: Public Relations Intern

Reports to: Director of Public Relations

Overview: Under the guidance of the director of Public Relations, the Public Relations Intern helps to maintain the flow of media activity for the Jacksonville Symphony – assisting the organization both internally and externally. This individual enhances the process of media, customer and internal communication by gathering information well in advance of events, and timely reporting of media activity as it occurs. The intern's work is highly visible, ultimately appearing in the Symphony's email newsletter *SoundBytes*, news releases, local print media, the program book *Encore!*

Requirements: This one-semester internship requires a good attitude, good writing skills, organizational ability and time management. Other essentials: creativity; ability to learn with supervision; personal responsibility and motivation. Preferred but not required: functional in word processing (Microsoft Word), spreadsheet (Microsoft Excel) and communications (Microsoft Outlook, web design, photo, graphics) software; affinity for music, concerts and events.

Time commitment: Minimum of 12 hours per week, with a maximum of 20 hours per week. Flexible schedule.

Perks: Ability to gain experience in performing substantive as well as administrative tasks. Exposure to a wide array of activities with one of the leading cultural organizations on the First Coast. Parking reimbursement provided. Two complimentary tickets to JSO concerts as available.

Detail – Publications:

SoundBytes (email newsletter): Formatting, and sending.

Encore! (program book, published eight times a year): Contacting artist managers for guest artist biographies, photos and accolades. Interviewing and writing informal profiles on select members of the Jacksonville Symphony.

Detail - Media Relations:

Draft concert and event news releases two to three months in advance of the event date. Guidance is provided, according to media relations plan for season. Document copy and file all news clips and media hits for timely reporting to executive staff, musicians and board of directors. Edit monthly calendar of events. Maintain copies of current information, such as press kits, photos, news releases, and respond to inquiries for current information. Update media contact list as needed. Additional writing and duties as assigned.

Additional, alternate or optional details: Serve as media contact at evening concerts and ancillary events (for broadcast and print news coverage). Taking photos at events. Photo filing (digital and/or print), duplicating, distributing, creating web-based photo galleries, audio samples and video clips. Special projects including video production and power-point presentation. Writing off-site, occasionally submitting work via email (to save commuting time to JSO office). Serve as resource for creative ideas, networking and grassroots audience-building ideas.

Contact:

Sally Pettegrew
Director of Administration
Jacksonville Symphony Association
300 West Water Street, Suite 200
Jacksonville, FL 32202
Phone: 354-3636
Fax: 354-4860
spettegrew@jaxsymphony.org

Revised 4/26/04; Reviewed and revised 10/1/08