

JOB DESCRIPTION

Job title:	Marketing Intern
Reports to:	Marketing Manager
Appointment details:	6-month voluntary placement (3 days per week)

Main objectives of the post

The Marketing Internship provides an excellent opportunity to gain experience in many aspects of orchestral marketing. The successful candidate will work closely with the Marketing Manager, assisting with tasks related to marketing and any other work undertaken by the department.

Person Specification

The Marketing intern must:

- Have a degree level qualification
- Be able to demonstrate a commitment to the arts, with a keen interest in Classical music
- Have outstanding verbal and written communication skills
- Be creative and proactive with the drive and ambition to pursue a career in arts marketing
- Be computer literate with knowledge of Microsoft Office programmes, and the ability to learn other applications quickly
- Have a positive approach and the confidence to put forward their own ideas when appropriate
- Have an ability to work on your own initiative as well as part of a team
- Have an excellent grasp of written and spoken English
- Have a flair for writing engaging, persuasive yet concise copy

Key Areas of Work & Responsibilities

- Assist in the research, planning and implementation of marketing campaigns
- Monitor press reviews and features, maintaining press coverage files and circulating press cuttings
- Supervise and support direct mail campaigns, securing the services of volunteers and liaising with the Royal Mail
- Manage all Camerata stationery orders, ensuring sufficient supplies
- Provide administrative support for the marketing department, including but not limited to distributing marketing materials, post, filing and office organisation

- Obtaining, recording and monitoring website and social media statistic reports
- To be responsible for online publicity, including developing links to relevant websites and managing Camerata competitions
- Playing a key role in updating Manchester Camerata's Facebook Friend and Fan Pages with digital content including videos, sound files and photos
- Adding and updating listings information to external websites
- Process, pack and dispatch Manchester Camerata CD orders
- Ensure that The Bridgewater Hall and RNCM front of house and Camerata office areas are well stocked with publicity material
- Provide front of house assistance at the Camerata Welcome Desk and attend concerts, on an agreed rota
- Assist with research projects across the organisation's marketing and development departments, as necessary
- Any other duties deemed appropriate via discussion with the Marketing Manager

Desirable skills, knowledge & experience

A keen interest in classical music

Previous marketing or press experience

Database knowledge

Background information

Manchester Camerata is committed to using the inspirational power of live music to transform lives and we celebrate our unique position as a chamber orchestra to deliver this in the twenty first century.

Manchester Camerata's concert and learning work are both motivated by the pursuit of artistic excellence. Ideas from both strands of work flow freely to inform and influence our approach which is characterised by intimacy, immediacy and passion.

Our work reflects the creativity and energy for which our home city of Greater Manchester has become known throughout the world, and we will exploit our versatility and drive to bring live music to all parts of the Northwest and beyond.

CORE VALUES

Creativity ♦ Excellence ♦ Commitment ♦ Accessibility

Manchester Camerata Internships

Manchester Camerata first introduced its internship programme in the summer of 2007, with the aim of offering valuable hands-on experience to creative and pro-active people with a keen interest in a career in the field of orchestral administration. The initial internship position was based in the Learning and Participation department, but due to the overwhelming success of the first internship, the scheme was widened to offer opportunities within the Concerts, Marketing and Development departments. Previous Interns with Manchester Camerata have gone on to secure full time positions with major arts organisations such as the **Royal Opera House, Royal Exchange Theatre and Leeds International Concert Series.**

10 Key Facts about Manchester Camerata

- Founded in 1972 the Camerata is one of the UK's premier chamber orchestras and Chamber Orchestra in Residence at Manchester's Bridgewater Hall
- Music Director is Douglas Boyd, Permanent Guest Conductor is Nicholas Kraemer and Principal Guest Director is Gordan Nikolitch
- Manchester Camerata performs throughout North West, Yorkshire, Staffordshire and Wales
- July 2009 sees its second appearance at BBC Proms after debut in July 2005
- The orchestra recently embarked on a long term project to record all 9 Beethoven Symphonies. Beethoven Symphonies no. 4 & no.7 was released in September 2008 and the next disc, Beethoven Symphonies no.1 & no.3 were released in Autumn 2009.

- Manchester Camerata received its first live concert broadcast on BBC Radio 3 in October 2004 and has been frequently broadcast ever since, including on BBC Radio 3's Discovering Music programme.
- Manchester Camerata runs an award-winning programme of Learning & Participation work.
- Manchester Camerata is partner in residence at the RNCM, a unique partnership which is the first of its kind in the UK. A flourishing programme of collaborative work benefits students, musicians, audiences and communities throughout Manchester and the Northwest.
- During 2209/10 Manchester Camerata presented over 360 concerts, workshops and events to more than 60,000 people.
- Manchester Camerata's ongoing partnership with the Bank of America Foundation to deliver a learning residency in Chester in association with Chester Festivals, is one of the largest arts sponsorships in the UK. In 2007 Manchester Camerata was also awarded the Arts & Business "Bravo" Award for Sustainability, for its long term partnership with sponsor, Air Products plc.