



GREATER TORONTO
PHILHARMONIC
ORCHESTRA

Job Description

The Greater Toronto Philharmonic Orchestra is looking for an organized, enthusiastic, detail-oriented Media Relations and Communications Intern for the upcoming season. The Media Relations and Communications Intern will be responsible for providing a range of assistance related to the organization's marketing efforts and public relations. This position offers an excellent opportunity to gain knowledge in running media campaigns, promotions and events. The Intern will have opportunities to develop skills in the field of communications and media relations.

Responsibilities:

Media Relations:

- Develops and delivers a strategic PR plan for the season and for special events
- Manages and executes media relations activities including press materials
- Maximizes positive media coverage across traditional, new and social media outlets
- Builds and maintains relationships with media and social influencers
- Develops close relationships with GTO staff and guest artists to develop story ideas and find creative and compelling ways to share their stories
- Monitors media coverage and continuously assesses effectiveness of media relations strategies

Social Media:

- Maintains a social media calendar, planning posts to meet institutional priorities inclusive of all GTPO activities and departments
- Monitors social media channels, ensuring consistent engagement with replies and messages.

Knowledge/Skills/Abilities:

- Strong storytelling capabilities
- Experience working with Adobe Creative Suite, Google Analytics, Microsoft Office
- Strong interpersonal skills, detail oriented, excellent organizational and time management skills
- Demonstrates independent, mature judgement; conveys a professional image and attitude
- Ideal candidate will be working towards a post-secondary degree in arts administration, arts management, music, or a related field and has genuine interest and passion for live entertainment and classical music.

How to Apply:

Qualified candidates are invited to send a resume and cover letter at q.kallushi@gtpo.ca and indicate "Media & Communications Intern Application" in the subject line.