



Springboard Fellowship

1891 Fredonia Opera House

Address:

9 Church Street
Fredonia, NY 14063

Mission:

The 1891 Fredonia Opera House is a not-for-profit corporation whose purpose is to present the performing arts for the benefit of our community and region, while preserving one of our region's historically significant landmarks.

We believe that providing access to artistic diversity enriches the quality of life in our community and region. We offer high quality programming at an affordable price, and work to ensure the long-term financial strength of the theatre through a responsible balance of earned income and contributed support.

Website: <https://fredopera.org/>

Fellowship Position: Marketing and outreach

Position Overview:

We are seeking fellowship assistance with marketing our events and reaching out to new audiences. We find ourselves stuck in the same rote way of doing things, using marketing tools that while successful in the past, may not be the most effective means of promoting current programs and events. We're looking for new ideas and a fresh perspective, and especially thoughts on ways to reach underrepresented and underserved communities. We're particularly seeking help with our live performance events, but also for incredible satellite programs such as Live at the Met and National Theatre Live.

While we are hoping for an out-of-the-box thinker to help us with new ideas, the Fellow also will come away from the experience having learned basic marketing structure and tenets, how to work within budget limitations, what artist contracts will and will not allow in terms of marketing and how that impacts a promotional strategy, and working with limited timeframes.

The Fellow would be responsible for transportation to and from the Opera House. While some tasks could be accomplished remotely, the bulk of the work is expected to be accomplished on site.

This is not a labor-intensive position; so there are no real physical restrictions. A background or familiarity with the arts is helpful.

1891 Fredonia Opera House Performing Arts Center

Springboard Fellowship Position / Work Plan

Who We Are

The 1891 Fredonia Opera House Performing Arts Center is a year-round performing arts center that presents a wide variety of events including live music, theater, and dance; an independent cinema series; the Live at the Met series of operas via satellite from the Metropolitan Opera; National Theatre Live productions via satellite from London; a free-admission Chautauqua County history lecture series; and an Art & Architecture On Screen series. We also produce a three-day Bach & Beyond Baroque Music Festival in early June. We present an average of 110 performance events annually.

People who attend our events primarily live in the small villages (Brocton, Cassadaga, Fredonia, Mayville, Silver Creek, Westfield), the one city (Dunkirk) or in the agricultural rural areas (Cherry Creek, Forestville, Sherman, South Dayton, Stockton) that make up northern Chautauqua County.

What We're Looking For

We are seeking a Fellow to assist us in marketing our events and reaching out to new audiences. We're looking for new ideas and a fresh perspective. We especially seeking thoughts on ways to reach underrepresented and underserved communities, including the growing Hispanic community in Dunkirk, rural low-income residents, and the wide-range of students at SUNY Fredonia.

The Fellow would focus on various live performance events currently under contract for the fall. These include five concerts, one comedy production, and a one-woman play with music, as well as our Young Artist Recital Series that is two concerts featuring SUNY Fredonia students. The Fellow also would focus on three Live at the Met satellite broadcasts of opera from the Metropolitan Opera in NYC, as well as potential additional programs currently in negotiation.

Expectations

The work schedule is flexible. Ideally, the Fellow would begin work in late July or early August and work a minimum of five hours per week.

The Fellow is responsible for transportation to and from the Opera House. While some tasks may be able to be completed remotely, the bulk of the work is expected to be accomplished on site.

The Successful Fellow

A background or familiarity with the arts is helpful. Because Dunkirk has a sizable Hispanic population, Fellow candidates of Hispanic ethnicity or that have familiarity with Hispanic culture are particularly invited to apply.

An easy-going personality and sense of humor are appreciated, as is the ability to work with a wide range of diverse individuals.