

Springboard Fellowship

The Springboard Fellowship is designed to support emerging arts and culture professionals in Western New York to develop their skills through paid mentorship opportunities with partner organizations.

Partnering Organization: **Buffalo Opera Unlimited**

Address:

One Symphony Circle
Buffalo, NY 14201

Mission:

Buffalo Opera Unlimited (BOU) is dedicated to producing professional opera and a variety of other musical forms with an emphasis on regional artists. BOU is also committed to making opera more accessible to a broader audience and to providing education to develop future audiences.

Website: <https://www.buffaloooperaunlimited.org/>

Fellowship Position: Media, Marketing, and Community Engagement

Position Overview:

This is a media/marketing experience. The Fellow will assist in expanding BOU's social media presence, including filming, editing, and posting video footage of rehearsals and interviews with cast members and production teams on Facebook and Instagram. The person chosen will also work on enhancing the BOU website and will play a role in arranging and implementing community engagement events related to upcoming productions.

The Fellow will work primarily with BOU's Marketing and Development Director, Marc Honan. Marc has 25+ years' experience in marketing, including 20 years with the Buffalo Bills and the Buffalo Sabres. He has worked with numerous interns over the years, providing them with quality experiences.

The Fellow will also interact frequently with Artistic Director Mat Marco relative to social media content and the website and with Board President Lee Ann Grace regarding the website and community engagement events. For seven years Mat produced all digital media for a large local church, and Lee Ann has decades of administrative experience in the arts.

Access to reliable transportation is needed. Access to video editing software preferred but not required. Access to camera and audio equipment preferred but not required.

Springboard Fellowship with Buffalo Opera Unlimited

The Fellow will:

- 1) meet with the management team for orientation and biweekly coordination of activities [estimated time 8 hours]
- 2) record and edit two to five videos each of members of casts and production teams of the company's June 2024 *Three Decembers* and September 2024 *Le Nozze di Figaro* for posting on Facebook and Instagram. These videos will involve shooting rehearsal footage as well as interviewing individuals. [estimated time 12-30 hours]
- 3) learn the rudiments of the Wix web platform to be able to make updates [estimated time 16 hours]
- 4) repurpose social media posts for inclusion on the website [estimated time 16 hours]
- 5) arrange and implement community engagement events, such as tabling at festivals and presentations to organizations [estimated time 26 - 47 hours]
- 6) assist in distribution of marketing promotional items including posters and fliers for *Three Decembers* and *Figaro* [estimated time 3-4 hours)
- 7) work with management team on creation and printing of programs for *Three Decembers* and *Figaro* [estimated time 4-5 hours]
- 8) solicit survey information from and provide donation materials to patrons at performances of *Three Decembers* and *Figaro* [estimated time 10 hours]
- 9) create Google photo library, tagging and organizing all photos of current and past Buffalo Opera Unlimited performances [estimated time 4-5 hours]