



## **Summer Internship Opportunity**

**The BPO is looking for music-loving, enthusiastic, reliable and creative college students to join the BPO Summer Street Team!**

### **What is the BPO Summer Street Team?**

It is an enthusiastic, creative and dedicated group of young people who will work together to promote the BPO through outreach into the community. All members will receive training from marketing/sales staff on the BPO's various concert series, programs, outreach, and collateral. Working with members of the marketing/sales staff, the team will help create a summer marketing plan for implementation at BPO parks concerts and other performances, as well as at summer festival events. The team will be encouraged to create and implement strategies to increase visibility and awareness and then assess their effectiveness on a short term basis.

We value your creative ideas. The Street Team members came up with a design for a car window sticker which was produced and then used all summer in their promotional activities.

### **What are the requirements to be a member?**

To be eligible for the BPO Summer Street Team, you need to be an active (or recently graduated) college student, with an interest in learning about non-profit arts marketing and an enthusiasm for promoting the Buffalo Philharmonic. You need to be comfortable talking to people and working as part of a team. It is helpful if you have transportation and availability to be on-site at most BPO Summer Parks concerts and other performance locations for the last week of June and throughout the month of July.

This opportunity is available for credit. You must contact your institution for guidelines.

**To apply, please send a resume and cover letter by email to:**

**Robin Parkinson**  
**Director of Education & Community Engagement**  
**Buffalo Philharmonic Orchestra**  
**[rparkinson@bpo.org](mailto:rparkinson@bpo.org)**