

## Social Media and Marketing Practicum at the Bloomington Opera Camp™ by PAL Description

### GENERAL DIRECTOR

DIEGO BARBOSA-VÁSQUEZ

### PRACTICAL RESEARCH AND APPLICATIONS AT THE REAL FIELD:

SEATTLE OPERA

THE SANTA FE OPERA

OPERAMAYA

OPERA OMAHA

REIMAGINING OPERA FOR

KIDS

HOUSTON GRAND OPERA

RAVINA FESTIVAL

THE ATLANTA OPERA

BOSTON YOUTH SYMPHONY

ORCHESTRAS

OSTROM OPERA CAMP

COLLABORATIVE ARTS

(OPERA) SUMMER CAMP

JACOBS SCHOOL OF MUSIC

KELLEY SCHOOL OF

BUSINESS

OSTROM WORKSHOP

O'NEIL SCHOOL

LOTUS FESTIVAL

FAR CENTER FOR

CONTEMPORARY ARTS

SUSTAINABLE OPERA

SOLUTIONS™

CITY OF BLOOMINGTON

LEAGUE OF AMERICAN

ORCHESTRAS

ORCHESTRA CAREERS

OPERA AMERICA

INDIANAPOLIS SYMPHONY

MAY FESTIVAL

CINCINNATI SYMPHONY

### About the Organization:

Based on in-depth International Practical Research and Multidisciplinary and multiple times awarded Groundbreaking work, we develop: (1) Sustainable and Profitable Productions, (2) Comprehensive Services for Organizations and Individuals, (3) Advanced Products and Courses, (4) State-of-the-Art Resources in Easy digestible formats. All to serve and improve the Performing Arts Field (Opera, Orchestra, and Ballet). Working in a multidisciplinary approach (in alliance with Economy, Business, Arts, Anthropology, Social Sciences, Arts Administration, Political Economy, Macro and Micro Economy, Entrepreneurship, and other sciences), we help Organizations, Artists, and Societies (at local, regional, national, and international levels) to understand and use in their favor the clues for the Sustainability of their Performing Arts and their interconnected Artistic, Financial, Social, and Ecological dimensions.

Every stakeholder is crucial in the Performing Arts Field. From Artists and Arts Administrators with stronger and healthier careers; to Organizations with broader and more sustainable artistic practices, business structures, and services; and communities collaborating at local, regional, national, and/or international levels. We develop solutions for a better and more sustainable Performing Arts Field.

### Practicum Description:

**50 Certified Hours / 2.5 Weeks Camp (In-Person)**

The Marketing and Social Media Practicum at the Bloomington Opera Camp™ by Performing Arts Laboratory is a 50 hours program part of the BOC Fellowships (**Full Tuition Remission and Stipend**) that offers advanced training and real-world experience in marketing and social media strategies for the Performing Arts. BOC Fellows will manage social media accounts, post content, analyze campaign success, and engage with followers across platforms like Facebook, Instagram, and Twitter. They will collaborate with the PAL General Director, BOC Producer, and allied institutions' marketing teams (according to yearly schedule) to create and implement editorial plans and assist in promoting campaigns and sales initiatives. Additionally, fellows will learn to build relationships with key stakeholders, improve customer experiences, and gain proficiency in internal software systems, all while contributing to the development of the Bloomington Opera Camp™ ([more info here](#)).

### Practicum Term:

Bloomington Opera Camp™: May 23th, 2025 - June 7th, 2025 (Camp Schedule - In Person)

### Requirements:

- Grad Student ( UnderGrad Seniors with experience could be considered).
- Ability to commit to the complete Bloomington Opera Camp™: May 23th, 2025 - June 7th, 2025
- Desire to work in the Performing Arts field.
- Strong Interpersonal Skills and ability to interact with internal and external stakeholders.
- Social media marketing and Online engagement
- Organized and clear writing ability is required. Must be able to develop clear, detailed content describing impacts, as well as compelling stories, messaging and social media copy.

### How to Apply:

Please send to [performingartslaboratory@gmail.com](mailto:performingartslaboratory@gmail.com) your current resume with a short cover letter (or email text) describing your qualifications and how this Practicum will be important for your career development.

All applications and inquiries will receive a response and be kept strictly confidential.

**Performing Arts Laboratory is an Equal Opportunity Employer.**