



MARKETING INTERN DESCRIPTION

Laumeier Sculpture Park is a living laboratory where artists and audiences explore the relationship between contemporary art and the natural environment. Founded in 1976, Laumeier is one of the first and largest dedicated sculpture parks in the country, making it an institution of international significance as well as a unique complement to the cultural landscape of the St. Louis region. Laumeier is a nonprofit, accredited art museum that operates in partnership with St. Louis County Parks. Projects and programs are supported by the Mark Twain Laumeier Endowment Fund, the Regional Arts Commission, the University of Missouri-St. Louis, Missouri Arts Council and the Arts and Education Council of St. Louis. Laumeier presents 60 works of large-scale outdoor sculpture in a 105-acre park available free to the public year-round, and serves 300,000 patrons annually through temporary exhibitions, education programs, public events and sculpture conservation.

Qualifications

Marketing Intern applicants should be junior or senior undergraduate students studying Marketing, Journalism, Public Relations, Communications or a closely-related field. Applicants should possess strong oral and written communication skills, with the ability to write and edit communications copy and related documents. Applicants should be dependable, organized, detail-oriented, self-directed and willing to assume a leadership role on projects. Applicants should have a basic understanding of media and public relations and should have experience with social media (Facebook, Instagram and Twitter). Applicants must be proficient in the Microsoft Office Suite (Excel, Outlook, PowerPoint and Word).

Major Responsibilities

The Marketing Intern reports directly to the Marketing & Communications Manager. As an integral member of the communications team, the Marketing Intern assists the Marketing & Communications Manager with photography, social media, data entry and mailings, promotions, public relations and special events. Specifically, the Marketing Intern will:

- Complete writing assignments including copy for advertisements, letters, monthly e-newsletters, news releases, promotional e-blasts, proposals, webpages, etc.
- Maintain Laumeier's presence on Instagram; assist with providing social media content for Facebook and Twitter
- Maintain Laumeier's presence on external online community event calendars
- Maintain external press and media mention archives
- Maintain internal marketing and event collateral archives
- Maintain working media list
- Assist with the fulfillment of grassroots/community promotions efforts for Laumeier exhibitions, educational programs and public events
- Assist with photography and organizing photo archives

Application Instructions

Please submit a cover letter, resume and two writing samples to Lauren Kistner, Marketing & Communications Manager, at lkistner@laumeier.org using "Marketing Intern Application" in the subject line. Applications will be accepted on an ongoing basis. Please visit www.laumeier.org for more information about Laumeier Sculpture Park.



Timeframe + Schedule

One unpaid internship is available each semester: Spring (January–April), Summer (May–August) and Fall (September–December). Applicants seeking to obtain college credit for this internship should arrange to do so through their university prior to beginning the internship; credit cannot be guaranteed by Laumeier. Applicants should plan to commit 10–15 hours per week at Laumeier for the duration of the internship, with flexible hours to allow for school, part-time work and other commitments.