



About the Houston Museum of African American Culture Internship Program

HMAAC's internship program allows a diverse group of people with innumerable interests, strengths, and goals to encounter an educational environment where they can work with and learn from professionals in related areas of concentration. The museum offers interns of different backgrounds incredible opportunities in a variety of fields, from exhibition design to event coordination. Learning from knowledgeable mentors and staff in the dynamic atmosphere of the museum and Houston, Texas area, interns enjoy an intensive experience as multifaceted as the Museum itself.

Digital Marketing Internship

Marketing interns assist in creating visibility for the museum, exhibitions, and programs, and in attracting new audiences. Duties include participation in grassroots marketing efforts, conducting research on prospective audience markets, and participating in the analysis of demographic information, email database management and maintenance, some production for certain social media channels, producing eNewsletters, maintaining departmental records and history, and working the front desk. Interns work with HMAAC staff on specific projects, including direct mailings, database maintenance, special events, and internal marketing.

General Responsibilities:

- Research marketing and social media campaign results, conduct surveys, create presentations, and report findings
- Determine target audiences and build extractions for e-mail campaigns
- Design, copy write, and sent eCommunications to targeted audiences with a broad array of messaging
- Create promotional and informational content for the HMAAC Blog, Facebook, Instagram, and Twitter accounts
- Generate promotion packets for speakers and partner organizations
- Research and help implement new strategies for expanding social media reach and engagement, as well as promote tickets sales to various demographics.
- Additional projects as assigned based on marketing needs and skills of applicant.

Professional Development Opportunities:

- Develop enhanced communication skills for customer relation and marketing
- Become familiar with common eMarketing tools, reporting and best practices that are valuable for future employment
- Gain exposure to a wide variety of real life marketing needs and solutions, as well as educational opportunities
- Practice database management and learning to target campaigns for greater ROI and lower COS, to ensure successful marketing approaches
- Gain experience with Microsoft Office (Excel, Word, Powerpoint), Google Analytics, Social media platforms (Hootsuite, Twitter, Instagram, Facebook, Wordpress), basic design (Canvas/photoshop).

Qualifications:

- College students at the junior, senior and graduate levels studying television and film, public relations, communications or journalism with experience in social media management preferred.
- Students with a developed portfolio highly desired.
- Enthusiastic about social media
- Excellent research and writing skills
- Professional demeanor, organizational and communication skills
- Ability to work independently and complete assigned tasks within identified timeframes
- Keen attention to detail when proofreading, copyediting, and fact-checking
- Comfortable utilizing Facebook, Twitter, Instagram, Pinterest, YouTube, Tumblr, Hootsuite
- Familiarity with Microsoft Word, Excel, and Outlook
- Ability to take and upload digital photos; photography and videography experience a plus.

More information:

This is a Part-time, unpaid position. Students will be given a flexible work schedule week for at least one academic semester. 15-20 hours a week.

Send your resume, references and a letter of interest with the subject line: "HMAAC Digital Marketing Intern" to info@hmaac.org. Applications will be reviewed on a first come, first served basis. Those who are contacted for an interview will be asked to provide a copy of their academic transcripts and portfolio work (if applicable).