Internship Posting:
Marketing Project Assistant
Chesterwood
4 Williamsville Road, Stockbridge, MA
Summer 2020
Unpaid

PROJECT SUMMARY
Chesterwood, the home, studio and gardens of Lincoln Memorial sculptor Daniel Chester French, and a site of the National Trust for Historic Preservation, seeks an intern for their summer 2020 season. Local and regional college students with an interest in art history, art education, contemporary sculpture, communications/publicity and historic site operations are encouraged to apply.

Chesterwood has been open to the public as a historic site for over 50 years. Daniel Chester French’s daughter, Margaret French Cresson, deeded the property and its belongings to the National Trust for Historic Preservation in 1969. Chesterwood’s mission is to preserve the legacy of French, America’s foremost sculptor of public monuments, and to champion the work of contemporary artists by hosting artists residencies and outdoor sculpture exhibitions. The property spans 122 acres and includes French’s custom-built studio (1897) and main residence (1900), as well as French-designed formal gardens and woodland paths. The property and buildings are open to the public for touring from late May to the end of October.

Chesterwood seeks an intern to work with the Marketing and Business Operations Manager to implement an audience development and engagement project during the 2020 season. This project involves visitor observation, engagement and analysis, both on-site and on-line, and using the results to craft online strategies to drive attendance to tours, events and programs. This position will also have some involvement in day to day operations of the historic site, including providing support for the tour guides, visitor services staff, special events and educational programming.

The period of the internship would be from approximately June 1 to August 28, for approximately 35 hours per week (some flexibility in dates and hours can be accommodated).

DUTIES
This intern will work closely with the Manager of Marketing and Business Operations in support of an audience development and engagement project. This includes making observations of visitors’ experiences in admissions, guided tours, special exhibitions, the woodland walks and gardens. This intern will create a visitor survey, interact with visitors, and track and analyze results to report trends and make recommendations. Based on findings, this intern will develop strategies, schedules and content for each social media platform in order to drive attendance, and review and report analytics on website and social media. Other aspects of this project include the implementation of social media events, meet-ups and ads and website content. This intern will also design and produce a bi-weekly online newsletter, work with the Chesterwood team to support all special events and programming, and periodically provide back up support to the Visitor Services Associates and Tour Guides.
EDUCATIONAL VALUE TO THE INTERN
The intern will gain experience under the mentorship of museum/preservation professionals in an educational setting at one of the nation’s premier historic house museums. The intern will also have the opportunity to participate in educational programming offered via the National Trust for Historic Preservation’s Washington Office internship program. Students may also be eligible for college or graduate school academic credit at the discretion of their institution.

QUALIFICATIONS
• Undergraduate or graduate student majoring in art, art history, art education, communications, history, and/or historic preservation. Postgraduate students are also welcome to apply.
• Regular attendance 5 days a week (some weekend days may apply occasionally)
• Ability to work independently, set priorities, meet deadlines, and manage a number of concurrent projects in a timely and efficient manner.
• Excellent attention to detail.
• Proficiency with Microsoft Office products required. Digital photography and familiarity with social media and use of digital media required.
• Basic analytical and problem-solving skills, including issue identification and prioritization.
• Ability to collaborate and achieve results with supervision, including ability to interact professionally with key internal and external stakeholders as needed. Public contact and ability to work successfully in close proximity to others required.
• Strong organizational skills required, with ability to prioritize, multi-task efficiently, and meet deadlines in a timely fashion
• Ability to adapt and be flexible in a dynamic work environment. Ability to work effectively with frequent interruptions required. Able to handle frequently changing and/or unscheduled tasks with accuracy.
• Strong verbal and written communication skills. Friendly and professional demeanor on the phone and in writing.
• Must own or have access to a car. (Chesterwood is a relatively rural site.)
• Candidates will be expected to provide their own housing.

Please submit a cover letter and resume to Margaret Cherin, Manager of Marketing and Business Operations at mcherin@savingplaces.org. After review, candidates will be contacted directly for references and to schedule an interview.