Marketing & Communications Internship Description

Title: Marketing & Communications Intern
Department: Marketing & Communications
Reports to: Director of Marketing & Communications

Position Description: Marketing & Communications Interns will gain experience promoting an organization with a mission devoted to supporting health families and empowering children through learning and play. Interns’ promotional work will help drive admissions, encourage event attendance, encourage philanthropic support, and highlight community engagement and partnerships. Working as part of a team, the intern will learn how to implement and report on a strategic, multimedia marketing and communications plan at an exciting time when the Museum & Theatre is poised to double in size and move to Thompson’s Point in 2021.

Responsibilities will align with intern’s experience and interests and could include:
- Graphic design for both digital and print marketing (using InDesign, Photoshop, or other graphic design programs);
- Designing and scheduling e-newsletters to engage diverse audiences;
- Researching, creating, and scheduling brand-aligned content for social media channels and ads;
- Writing stories about programs, events, and exhibits for diverse audiences and publishing them on a wide range of platforms (website, press releases);
- Assisting with engaging the public and promoting the Museum & Theatre at on- and offsite events.
- Gathering and summarizing analytics for campaign reports;
- Following Museum & Theatre photo permission protocols and generating Instagram stories.
- Other projects and assignments as they develop.

Qualifications and eligibility:
- Enrollment in a college degree program, majoring in a relevant field;
- Preferably maintain at least a 3.0 GPA;
- Excellent communication skills (must be comfortable with writing social media posts and emails or communicating through graphics);
- Proficiency with Microsoft Office or Google Suite;
- Proficiency with cell phone photography and app use;
- Ability to seek and accept supervision and guidance;
- Familiarity with Squarespace or Wordpress is desirable, but not required;
- Familiarity with Adobe Creative Suite is desirable, but not required;

Benefits & Skills Gained:
- Will gain experience with implementing strategic multimedia campaign plans that help ensure the financial sustainability of the Museum & Theatre;
- Will gain experience with digital marketing and comarketing;
• Will gain experience with event promotion;
• Will gain experience with organizing analytics and reporting;
• Will have the opportunity to create marketing content for a wide variety of platforms.

Commitment:
• Completion of 175 hours 10-20 hours/week)

Please note: this is an unpaid position, but coordination with a university for credit is welcome.

The Museum & Theatre is an Equal Opportunity Employer