



Job Title: Marketing & Communications Intern

A financial stipend is available to successful applicants. Details regarding the stipend will be provided upon initial inquiry or application.

Overview: As a Children's Museum Marketing & Communications Intern, the candidate is given a chance to support both daily operations and exciting summer initiatives. Responsibilities include crafting engaging content for the museum's 2024 Summer Newsletter, assisting with the Grand Opening through social media management, photography, press release writing, and content creation. Additionally, the role involves supporting website content, social media strategy and analytics, and assisting with event planning and marketing efforts. This internship provides a valuable opportunity to gain hands-on experience in various marketing and communication aspects within a dynamic museum setting.

Key Responsibilities Assisting Director of Marketing and Community Relations:

1. Creation and Propagation of 2024 Summer Newsletter:

- Assist in content writing for Cover, What's New section, Back Cover, and any other needs
- Select and/or take photos reflective of the newsletter content
- Finalize and share mailing list
- Build complimentary e-newsletter

2. Chronicle and Share the Museum's Grand Opening:

- Manage Instagram and Facebook stories, capturing key moments and highlights of the Grand Opening
- Develop engaging content for social media platforms (photos, videos) aligned with the museum's brand and target audience
- Interact with followers on social media, responding to comments and questions in real-time
- Capture high-quality photographs of the museum's exhibits, guests, and event atmosphere for social media posts and future marketing materials
- Draft compelling press releases announcing the Grand Opening and distribute them to relevant media outlets

3. Digital Content Creation:

- Develop engaging content for various social media platforms aligned with the organization's brand and target audience. This may include text posts, images, infographics, and short videos.
- Assist in creating and scheduling social media content calendars to maintain consistent posting
- Monitor social media channels, respond to comments and messages promptly, and engage with followers to build relationships

- Track and analyze social media metrics (e.g., reach, engagement, impressions) to measure content performance and inform future strategies
- Support direct report with proofreading and editing existing website content to ensure accuracy, clarity, and consistency
- Contribute to content creation for other marketing channels, such as email marketing or press releases

4. Event Planning and Coordination:

- Brainstorm ideas, research target audience preferences, and contribute to the overall event vision
- Assist with tasks like venue selection, vendor communication, budgeting, and timeline development
- Develop engaging content for pre-event promotion, including social media posts, website updates, and email campaigns
- Assist with photography, videography, or graphic design needs for event marketing materials

Qualifications:

- Declaration of a major in Marketing, Communications, or a related field.
- Completed 4 semesters of major coursework.
- Strong interpersonal and communication skills, especially in interactions with children and families.
- Ability to multitask and manage time effectively in a dynamic and fast-paced environment.
- Knowledge of safety protocols and the ability to enforce them consistently.
- Passion for children's education, creativity, and a friendly, approachable demeanor.
- Ability to pass the Pennsylvania State Police Criminal Record, Child Abuse History, and FBI Fingerprint Clearances.
- Ability to move about the museum on all three levels with little or no difficulty.
- Basic computer competency with emphasis on the Microsoft Office Suite and Canva.
- Open availability daily, weekends, evenings, and holidays if necessary.

By fulfilling these responsibilities, the Children's Museum Marketing & Communications Intern contributes to the overall success of the museum by ensuring a positive and enriching experience for visitors, community partners, and supporters of the space.