

Note: The Buffalo Bill Center of the West plans to host interns in 2021, however, with the often-changing COVID-19 situation, we cannot guarantee it. Please monitor centerofthewest.org/learn/internships/ for updates.

INTERN JOB DESCRIPTION Summer 2021

Department: Public Relations

Supervisor: Debbie Severude and Levi Meyer

Intern Title: Ecommerce Specialist Intern

Overview: This internship focuses on marketing, content production, product management, market research, and general assistance for the Center's online store, Points West Market. Interns will learn the ins and outs of ecommerce sales and marketing while assisting the Center in driving brand awareness, engagement, and revenue.

Level of Responsibility: Reports to PR/Marketing Manager and/or Senior Store Manager

Specific Duties/Responsibilities:

- Take and edit photos of store products for inventory, product listing, and marketing purposes.
- Write product descriptions that explain basic attributes and encourage purchases.
- Assist in the management and growth of product collections and databases.
- Perform market and product research to find areas of opportunity and increase store traffic/revenue.
- Assist in content development for store advertising in print and digital media.
- Attend museum-wide meetings, including regular intern briefings about museum.
- Other duties as assigned.

Qualifications:

- Currently enrolled in, or have recently completed, at least the sophomore level of college coursework in photography, graphic design, marketing, mass communications, or a similar field.
- Excellent writing skills including syntax, usage, and creativity.
- Basic photography and photo editing skills.
- Basic knowledge of digital marketing channels and strategies.
- Knowledge and/or interest in ecommerce sales and platforms (Shopify) a plus.
- Knowledge and interest in graphic design a plus.
- Skilled in Microsoft Office (Excel, Word).
- Demonstrated initiative and self-motivation.
- Able to work with minimal supervision.

Institutional Goals and Benefits:

- Provides Debbie Severude and Levi Meyer with much-needed assistance on one-time ecommerce initiatives to build out new store site.
- Speeds up projects that can increase store traffic and revenue.

- Helps with short-term and long-term brand awareness and growth initiatives.
- Uncovers areas of opportunity for merchandising, content, audience engagement, and sales.
- Increases rate at which new products are added to the store, creating more purchasing opportunities.
- Improves look and functionality of online store.