

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 and Revenue

Supervisor: Levi Meyer and Bruce Sauers

Intern Title: Marketing & Audience Research Intern (2 positions available)

Overview: These two internship positions will focus on audience surveying, market research, technical digital marketing, and other marketing and PR tasks that have a direct effect on marketing strategy, revenue, and general museum operations.

Level of Responsibility: Reports to PR/Marketing Manager, Electronic Communications Manager, and/or Director of Revenue

Specific Duties/Responsibilities:

- Survey audience members inside and outside of the museum to gain a greater understanding of audience demographics and psychographics.
- Disseminate survey info through online means such as email, social media, and web.
- Aggregate, organize, analyze, and present survey findings.
- Study historic survey/website data to find patterns and other things of note.
- Tackle back-end marketing tasks for the department involving the website, Points West magazine, and PR campaigns.
- 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 marketing, mass communications, or a similar field.
- Excellent personal communication skills, oral and written.
- Knowledge and/or experience in market research, data collection, and surveying.
- SEO, content writing, and/or multimedia experience a plus.
- Basic knowledge of digital marketing channels and strategies.
- Skilled in Microsoft Office (Excel, Word).
- Demonstrated initiative and self-motivation.
- Able to work with minimal supervision.

Institutional Goals and Benefits:

- Collects visitor survey data as mandated in the Center's strategic plan, in conjunction with the Marketing Committee.
- Provides us with a better understanding of our web and in-person visitors through data analysis, research, and in-person or digital surveying.

- Finds content opportunities that can drive traffic to our website and increase engagement/visitation.
- Audience insights from surveys and market research have a direct effect on marketing strategy, programming, and revenue.