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: PR & Marketing

Supervisor: Levi Meyer

Intern Title: PR & Digital Media Intern

Overview: This internship is focused primarily on digital media including social media, digital marketing, and e-communications—a very fast-paced part of the Center’s Public Relations Department, especially during the summer season. It also provides an introduction into the varied responsibilities of a PR/marketing/communications professional in general, and into the non-profit/museum environment.

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

Specific Duties/Responsibilities:

• Become familiar with the galleries, objects, stories, and strategic objectives of the Center of the West to create content for social media and website.
• Create and implement digital marketing assets for Center website using best SEO and content development practices.
• Respond to questions and comments on Facebook and other social media sites. Research, write, and distribute news releases and e-mail pitches.
• Communicate with Center audiences and build organic reach through weekly blog posts. Assist in collection and management of audience research survey data.
• Perform reputation research and communicate with third parties to ensure online listings, articles, fact sheets, and other digital content about the Center is accurate and up to date.
• Coordinate with PR team to ensure that all communications—whether e-mailed, added to the website, or distributed through social media, and whether text, image, or video—have a consistent message.
• Attend museum-wide meetings, including regular intern briefings about the Center.

Qualifications:

• Currently enrolled in, or have recently completed, at least the sophomore level of college coursework in public relations, marketing, communications, journalism, or similar field.
• Excellent writing skills including syntax, usage, and creativity; please submit writing samples with application.
• General knowledge of social media platforms (Facebook, Instagram, YouTube, Hootsuite).

Institutional Goals and Benefits:
• Provides critical help for the Center’s social media channels by creating engaging content, answering frequently asked questions, fostering positive IEPs, and promoting revenue-driven programming.
• Increases the effectiveness of press outreach through email pitches and press research.
• Offers promotional and technological assistance for virtual programming.
• Helps in the creation of physical and digital assets that drive visitation, revenue, and improved visitor experiences.