

*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/](https://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.