

INTERN JOB DESCRIPTION

Summer 2023

PR / Marketing, Audience Research, and Social Media Content Development (3)

Department: PR/Marketing

Intern Direct Supervisor: Marketing Manager and/or Revenue Director

2023 Project Overview and Goal: Continue to develop online content and social media outreach across multiple media channels; visitor survey work.

Specific Duties / Responsibilities:

- Social media posts and participates in direct interaction with online audiences across multiple platforms.
- Develops novel ideas and produces associated content for the Center of the West and social media websites, Center blogs, posts, and videos to drive traffic to our website and increase engagement/ visitation.
- 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 e-mail, social media, and web.
- Aggregate, organize, analyze, and present survey findings.
- Tackle back-end marketing tasks for the department involving the website, *Points West* magazine, social media, 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, public relations, social media, 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 optimization, content writing, and/or multimedia experience a plus.
- Basic knowledge of digital marketing channels and strategies.
- Skilled in Microsoft Office (Excel, Word) and basic understanding of video editing software or platforms.
- Demonstrated initiative and self-motivation.
- Able to work with minimal supervision.
-

Institutional Goals and Benefits:

- Grow social media following across multiple platforms.
- Develop and produce content for the Center of the West and social media websites, Center blogs, posts, and videos to drive traffic to our website and increase engagement / visitation.
- Collects visitor survey data as mandated in the Center's strategic plan, in conjunction with the Marketing Committee.
- Provide metric reporting of on-site, off-site, and virtual survey data.
- Audience insights from surveys and market research have a direct effect on marketing strategy, programming, and revenue.