

INTERN JOB DESCRIPTION

Summer 2024

PR / Marketing & Exclusive Tours Hybrid

Date: January 19, 2024

Title: PR / Marketing & Exclusive Tours Hybrid Intern

Department: PR/Marketing and Exclusive Tours

Position Reports To: PR / Marketing Manager and Exclusive Tours Coordinator

Status: Non-exempt / Full-time

Summary: This hybrid internship role splits time between the PR/Marketing department and the Exclusive Tours department. Overall goals will be to develop / produce / host online content and social media outreach across multiple media channels for general Center events and initiatives, as well as assist the Exclusive Tours team in designing, promoting, and implementing custom educational programs within the Buffalo Bill Center of the West's various museums and external properties. The role will be trained to lead visitor tours in each of our 5 museums.

The Exclusive Tours Program combines traditional museum education methods with revolutionary Dialogic Interpretation techniques and a dedicated hands-on artifact collection to create engaging and participatory museum experiences for visitors of diverse ages and group sizes. In return, this internship will provide experience to an emerging museum professional currently pursuing a career in the museum or public history field by combining traditional museum education concepts and collection care training with revolutionary Dialogic Interpretation methodologies and revenue generating strategies.

Job in PR/Marketing:

- Creates 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, posts, and videos to drive traffic to our website and increase engagement / visitation.
- Create new website content in the form of blog bi-weekly posts using WordPress platform.
- Survey audience members inside and outside of the museum to gain a greater understanding of audience demographics and psychographics.
- Monitor Google and TripAdvisor reviews for the summer and report on trends and/or possible PR issues.
- 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 and special events, sometimes occurring outside of regular work hours, including intern briefings.
- Participate in end-of-summer staff meeting intern presentation.
- Bank social media posts for future PR / Marketing department use.
- Other duties as assigned.

Job Duties in Exclusive Tours:

- Receive training in Dialogic Interpretation methodology and its application for museum programming and operations.

- Assist in the development, booking, and tracking of Exclusive Tour programs inside the Buffalo Bill Center of the West's gallery and collection spaces.
- Research, evaluate, create, and lead original programming content that fills voids in existing Exclusive Tours programming.
- Communicate with visitors and program participants to sell experiences, customize tours, and align visitor and museum goals.
- Assist in frontline guest services duties: taking / processing payments in ATMS+ and answering visitor questions about the museum and region.
- Conduct collections research and produce original content to use in public interpretation of the American West for small groups and/or individuals.
- Handle select museum artifacts according to institutional collection care policies and safety guidelines.

Competencies:

- People-oriented individual with excellent interpersonal, communication, and writing skills.
- Willingness to increase knowledge and understanding of unfamiliar topics.
- Strong organizational and time management skills with an ability to adapt and/or problem-solve.
- Exceptional ability to constructively adapt/respond to different types of characters.
- Self-motivated with the ability to work independently and as part of a team.
- Skilled in practicing discretion and handling confidential information.
- Ability to stand for long periods of time and lift at least 30 pounds.

Supervisory Responsibilities:

- People-oriented individual with excellent interpersonal, communication, and writing skills.

Required Education and Experience:

- 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 preferred.
- Education / experience in history, public history, tourism administration, museum studies, or related fields preferred.
- Education / knowledge in the cultural and/or natural history of the American West preferred.
- Technological literacy with point-of-sale equipment, multimedia tools, and communication devices.
- 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.
- 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.

Other Duties:

- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

EEO Statement:

Buffalo Bill Center of the West provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, or service in the military. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.

POSITION ANALYSIS/SPECIFICATIONS

	<i>N/A</i>	<i>OCCASIONAL</i>	<i>FREQUENT</i>	<i>CONSTANT</i>
Sitting			X	
Standing				X
Walking				X
Bending Over		X		
Crawling		X		
Reaching			X	
Crouching		X		
Kneeling		X		
Balancing		X		
Pushing/Pulling		X		
Lifting/Carrying				
10lbs or less				X
11lbs to 25lbs			X	
26lbs to 50lbs		X		
51lbs to 70lbs	X			
Manual Dexterity				X
Fine Motor Skills				X
Gross Motor Skills				X
Eye/Hand Coord.				X
Near Vision			X	
Far Vision			X	
Color Recognition			X	
Hearing				X

ENVIRONMENTAL FACTORS

	<i>YES</i>	<i>NO</i>	<i>Limited</i>
Working Outside	X		
Working Inside	X		
Working Alone	X		
Working Closely with Others	X		
Excessive Cold/Heat			X
Excessive Humidity/Dampness			X
Noise/Vibrations			X
Working with Chemicals/Detergents/Cleaners		X	
Working Around Fumes/Smoke/Gas		X	
Walking on Uneven Surfaces	X		
Motorized Equipment or Vehicles		X	
Working with Machinery/Motorized Equipment		X	
Climbing on Scaffolds or Ladders		X	