

**INTERN JOB DESCRIPTION  
Summer 2024**

PR / Marketing, Audience Research, & Social Media Content Development Intern

**Date:** January 16, 2024

**Title:** PR / Marketing, Audience Research, & Social Media Content Development Intern

**Department:** PR / Marketing

**Position Reports To:** PR / Marketing Manager and/or Revenue Director

**Status:** Non-exempt / Full-time

**Summary:** 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. Grow social media following across multiple platforms. Collect 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.

**Job Duties:**

- Create social media posts and participate in direct interaction with online audiences across multiple platforms.
- Develop novel ideas and produce 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 bi-weekly blog posts using WordPress platform.
- Survey audience members inside and outside of the Center 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.

**Competencies:**

- Excellent personal communication skills, oral and written.
- Basic knowledge of digital marketing channels and strategies.
- Demonstrated initiative and self-motivation.
- Able to work with minimal supervision.

**Supervisory Responsibilities:**

- None

**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.
- Knowledge and/or experience in market research, data collection, and surveying.

- SEO optimization, content writing, and/or multimedia experience a plus.
- Skilled in Microsoft Office (Excel, Word) and basic understanding of video editing software or platforms.

**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.

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### 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