

**Minnesota Children's Museum
Internship Position Description**

Position Title: Marketing Intern
Department: Communications & Marketing Department
Supervisor Title: Marketing Manager
Classification: Intern, Temporary, Part-time (10-20 hours per week for 10-12 weeks)

Institutional Mission

Sparkling Children's learning through play.

Position Summary

This position is responsible for assisting the Marketing Manager and Marketing Director with various tasks and projects related to marketing and communications at Minnesota Children's Museum.

Major Job Accountabilities

This is an estimate of the duties to be included in the internship. The exact duties and projects will be determined by mutual agreement of the intern and museum staff. All duties will be carried out with the direction and supervision of Marketing staff.

% of Time

25% Market research
20% Assist with direct mailings, including news releases and media alerts.
15% Compile, organize, sort by date and type of coverage, post and file media clippings.
10% Assist with media trade opportunities.
10% Respond to visitors' and organizations' request for information.
10% Coordinate distribution of Museum brochures.
5% Assist with Web site updates.
5% Assist with print production.

Knowledge, Skills and Abilities Required

1. Formal education in related field (marketing, communications, journalism or related experience.)
2. Ability to organize time and work independently, follow directions and complete tasks in an effective manner.
3. Skill in coordinating tasks and projects.
4. Good written and verbal skills. Familiarity with AP Style a plus.
5. Computer skills, including word processing.
6. Ability to work well with people.

Training Provided

1. Intern Orientation
2. Policies and practices of marketing and communications in a nonprofit cultural institution.