

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 12-15 weeks)

Institutional Mission

Sparking children's learning through play.

Position Summary

This position is responsible for assisting the marketing and communications department 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 and communications staff members.

% of Time

- 25% Manage e-newsletter campaigns.
- 20% Market research and data management.
- 15% Assist with media trade opportunities.
- 15% Assist with promotional and sales opportunities.
- 10% Organize and file media clippings.
- 5% Respond to visitors' and organizations' request for information.
- 5% Coordinate distribution of Museum brochures.
- 5% Assist with direct mailings, including news releases and media alerts.

Knowledge, Skills and Abilities Required

1. Ability and willingness to work independently.
2. Formal education in related field (marketing, communications, journalism or related experience).
3. Ability to organize time, follow directions and complete tasks in an effective manner.
4. Skill in coordinating tasks and projects.
5. Good written and verbal skills.
6. Computer skills, including MS Office Suite (especially Word and Excel).
7. Comfort with speaking on the phone.
8. Ability to work well with people.

Knowledge, Skills and Abilities Preferred

Experience in one or more of the following (please indicate this experience in your application):

1. Web 2.0
2. Video editing
3. Copyediting
4. Photography

Training Provided

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