

OWLS HEAD

TRANSPORTATION MUSEUM, MAINE

Position Title: Marketing & Communications Intern	
Reports to: Marketing & Public Relations Manager	Compensation: \$10/hour
Start Date: May 2018	End Date: August 2018
Hours: 10-15 hours	Weekly Schedule: Three 5-hour shifts/week

The Owls Head Transportation Museum is seeking an energetic and creative individual who is interested in exploring a career in communications by learning about the role of public relations, marketing and social media in a museum environment. This internship primarily focuses on digital engagement, advertising and grassroots marketing activities for the Museum's event season. The intern will work with the Marketing & PR Manager to learn the basics of creating effective communications campaigns, crafting targeted language, developing press lists and implementing digital content strategy.

Responsibilities:

- Conduct press contact research through a PR database to develop and maintain lists
- Draft press releases and digital content
- Research advertising, market trends and earned media
- Assist with organization's brand management and digital reputation efforts
- Assist with development of social media campaigns
- Assist with tracking and maintaining analytics for digital channels
- Support creative team with event photography, as needed

Qualifications:

- Pursuing an undergraduate degree in marketing, communications, digital content strategy or related field
- Diverse writing and communication skills
- Strong knowledge of social media platforms (Personal sites count!)
- Strong knowledge of social media sites like Facebook, Twitter, Instagram, etc.
- Advanced understanding of professional boundaries related to public engagement

In addition to the responsibilities listed above, summer interns may be included in other tasks related to program enrichment as long as those activities support the development of marketable skills. These tasks may include but are not limited to: meetings with staff from different departments, behind-the-scenes event assistance, visitor services, etc. This internship follows a structured supervision schedule and offers the option to be documented for college credits, as requested by the student.

To apply, candidates must sent the following to [Sophie Gabrion, Marketing & PR Manager](#):

- Current resume
- Two writing samples – only one may be academic
- Contact information for two academic or professional references (i.e. coaches, teachers, supervisors, etc.)
- Your most recent academic transcript (Unofficial transcripts are acceptable)
- A statement of purpose related to interest and motivation for the field of communications