



## **Marketing Internship**

### **Department Overview:**

The Marketing Department is responsible for developing and implementing marketing and public relation plans for a variety of areas including museum membership, development, school services, special events, the museum store and programs. The Marketing Intern will be a vital part of the Marketing Department helping to share the museum's story with the community. The internship may further be developed around the Intern's interests.

### **Total Internships Available: 1**

### **Specific Responsibilities and Projects include:**

- Prepare reports to update staff on statistics, trends and influence measurements
- Maintain and manage website content
- Assist with creative copywriting
- Prepare images for social media and digital platforms
- Assist with content creation and creative tactics to help grow TCMU's social media engagement and followers, including data analysis and AB testing
- Work with other departments to capture photographs, data trends, and attendance records for relevant events and programs
- Assist with content and design of a weekly e-newsletter using a formulated template in Constant Contact as well as e-blasts that target specific groups for various events
- Assist with other departments and special events as needed
- Other duties as assigned by the Director of Marketing & Design

**Intern Project:** Intern will work to assist the Marketing Department in gaining valuable information about their target market by employing a variety of surveys and other data analysis platforms including but not limited to Constant Contact surveying, Instagram polling, Altru data management and face to face polling. This will include working with other departments to ensure that information is applicable to a variety of departmental needs across the organization.

### **Requirements & Expectations:**

- Part-time (under 30 hours) available
- Intern positions are limited to college or master level students with an interest in marketing
- Preferred degree programs: social media, marketing, business, graphic communications, communication studies
- Intern must have completed at least 2 years of a college degree program.
- Possess outstanding written and verbal communication skills
- Some graphic design experience a plus, but not required
- Enjoy working with all ages especially children and have the ability to work in a team environment
- Must be self-motivated, prompt and have the ability to multitask on various projects
- Needs to be available from 9:00-5:00, Monday-Friday
- Flexible schedule; includes weeknights and weekends for special events

**Staff Mentor Bios:** *Emily Sobeski* joined the TCMU team in July of 2014. As the Director of Marketing and Design, she is responsible for creating and managing the museum's annual marketing plan to educate the public on the museum's mission, programs, events, and more across a variety of platforms. Emily also is the lead graphic designer for TCMU. Emily graduated from Clemson University in 2014 with a BS in Graphic Communications and a minor in Business Administration.

**Application Deadline:** October 31

Submit your resume & cover letter to [epineros@TCMUupstate.org](mailto:epineros@TCMUupstate.org)

**Start Date:** January 14 **End Date:** April 26 (both are flexible)

\*Chosen applicants must adhere to a reference, background and drug test.

*TCMU Mission Statement: To spark a lifelong passion for curiosity and learning through play.*