

# VIRGINIA MUSEUM OF HISTORY & CULTURE

**Title: Marketing Intern**

**Division: Marketing**

**Reports to: Vice President for Marketing & Communications**

**Supervises: N/A**

**FSLA Status: Hourly Non-Exempt (10-12 hours per week)**

*Updated 8.12.19*

## **Summary:**

The Virginia Museum of History & Culture is the oldest cultural organization in Virginia, and one of the oldest and most distinguished history organizations in the nation. While the museum collects, cares for, and tells the story of the commonwealth's complex history, it is also on a path forward to do more and be more for all Virginians.

We are seeking a Marketing Intern beginning in September 2019 to help support our full time staff in researching and writing content for social media, print and digital publications, assisting with event updates to local media outlets and monitoring and responding to reviews on various platforms like TripAdvisor and Yelp.

We are looking for someone with both a passion for history as well as knowledge and experience with technology and marketing concepts.

The PR Intern must use good judgment, representing the museum in a professional and respectable manner at all times. He/she should offer suggestions to increase public awareness of the museum, elevate its Brand and increase exposure of events and exhibitions.

## **Duties:**

- Works with curators, collections staff, programming and education staff to understand the primary objectives and important elements of upcoming events and exhibits
- Updates website content including but not limited to Garden Club archival materials and 2020 Women's Commemoration landing page
- Maintains calendar of events for media use and updates external calendars
- Works with staff to ensure proper permissions for all photography and images to be supplied to media
- Researches information for content on digital and social channels and may fill in on behalf of museum as a backup in posting to those channels (Facebook, Instagram, Twitter)
- Assist with development of LOVEworks sign including initial concepting, working with local artists, project management and grant proposal
- Assists with distribution of posters and other collateral around the city
- May be asked to help staff museum booth at community events and festivals
- Performs other duties as assigned

### **Virginia Museum of History & Culture**

Owned and operated by the Virginia Historical Society

428 N Arthur Ashe Boulevard  
Richmond, Virginia 23220

PO Box 7311  
Richmond, Virginia 23221

804.340.1800  
VirginiaHistory.org

### **Knowledge, Skills and Abilities Necessary:**

- Excellent written and oral communication skills
- Must be outgoing and comfortable cold calling/emailing
- Must possess great accuracy and attention to detail
- Ability to address challenging questions with grace and tact
- Ability to prioritize and thoughtfully plan work activities combined with a willingness to adapt and flex to changing needs
- Ability to meet deadlines
- Experience using multiple social media platforms (Facebook, Twitter, Instagram)
- Ability to connect with diverse audiences and partners

### **Required Education and/or Experience:**

- Undergraduate student in a degree program for marketing, communications, media relations or a related field with a 3.0 GPA or higher
- High level of comfort using new tech interfaces
- Solid grasp of grammatical rules and great attention to detail
- Prior internship or work experience, especially in a social or digital marketing role a plus
- Experience with Drupal and/or MailChimp a plus
- Knowledge of/interest in Virginia history a plus
- Experience in event photography a plus

### **Hours:**

Flexible work hours around student's schedule. 1-2 semesters beginning in Fall 2019. 10-12 hours per week on average. Potential for limited weekend and evening events.

### **To Apply:**

Please send a resume and letter of interest to Tracy Schneider at [tschneider@VirginiaHistory.org](mailto:tschneider@VirginiaHistory.org)

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