

Bourbon Marketing Internship – 2024

The marketing department manages the Frazier History Museum’s internal and external marketing, media outreach, branding, creative promotion, PR, and social media.



Marketing also reaches out to the public through Group Sales and actively “sells” the Frazier. The Intern will work creatively for the Senior Marketing Manager of the Frazier History Museum and Bourbon Limited to execute the goals of the Frazier, Bourbon Limited, and Kentucky Bourbon Trail brands. The Intern will focus on the Frazier’s new subscription-based Bourbon club – Bourbon Limited – as well as the social channel – The Bourbon Channel. This is a great opportunity for an individual with an interest and desire to work in the Distilled Spirits industry, tourism, or a museum.

Functions:

Multimedia

- Content creation for Bourbon Limited and The Bourbon Channel’s social media (video, photos, text, graphics).
- Assist in uploading content to fraziermuseum.org and its affiliated social media channels.
- Create and maintain media archive of all Bourbon-related content including, but not limited to videos, multimedia, and information.

General Marketing

- Work with distilleries and the Kentucky Distiller’s Association to expand the brand of the Kentucky Bourbon Trail.
- Formulate a marketing plan for the distribution of content on The Bourbon Channel.
- Submit events, exhibitions, and content to online community calendars & tourism partners.
- Complete special projects and reports when assigned.
- Assist in specific product marketing and sales.
- Ability to think creatively and construct effective social media posts to the Museum’s social media outlets.
- Assist in the creation of *Frazier Weekly*, the Frazier’s weekly email newsletter.
- Act as museum representative at community events & gorilla marketing opportunities.
- Assist with special event planning and execution.
- Conduct and analyze market research/guest feedback.

Requirements:

- Must have a willingness to learn and work in a team environment.
- Intern must be available to work at least 10-15 hours per week.
- Must enjoy working with the public and be able to speak comfortably to all age groups.
- Must possess strong written, oral communication skills, and attention to detail.
- Knowledge of social media platforms and marketing strategies applicable to each platform.
- Proficiency in the Microsoft Office Suite including Excel and Outlook.
- Graphic Design skills and working knowledge of the Adobe Creative suite is a plus, but not required.
- Knowledge of website management and online platforms is a plus, but not required.
- Knowledge of the distilled spirits industry is a plus, but not required.
- Open to college students, recent graduates, or graduate students pursuing a degree in communications, marketing, public relations, distilled spirits, or other related field. Other degrees may apply, but please specify how this internship relates to your degree or career goals.
- Must have a GPA of 3.0 or higher.
- Must pass background check.
- Must be 21 years of age or older.

Internship Options (*Subject to availability*):

- Spring 2024 (January—May)
- Summer 2024 (May—August)
- Fall 2024 (August—December)

Additional Information:

- Unpaid – college credit is available.
- Parking is free

How to Apply:

Complete application at: <http://fraziermuseum.org/internships>. For more information contact gschoenbaechler@fraziermuseum.org.