

## Marketing Internship – 2024

The marketing department manages the museum’s internal and external marketing, media outreach, branding, creative promotion, public relations, and social media.

Marketing also reaches out to the public through Group Sales to book groups and actively “sell” the Frazier Museum. The Intern will work creatively for the Senior Marketing Manager to write, track, research, support and execute the goals of the institution. This is a great opportunity for an individual with an interest and desire to work in the tourism industry or a museum.



### Functions:

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#### *General Marketing*

- Submit events, exhibitions, and content to online community calendars & tourism partners.
- Complete special projects and reports when assigned.
- Assist Senior Marketing Manager 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 Senior Marketing Manager with special event planning and execution.

#### *Graphics/Web*

- Graphic content creation and layout for web and social media (photos, video, text).
- Assist in uploading content to fraziermuseum.org.

#### *Analytics/Research/Outreach*

- Conduct and analyze market research/guest feedback.
- Track and compile earned and owned media analytics for museum.
- Gather information and research potential group sales clients and assist Group Sales Dept. in outreach.
- Maintain media archives.

### Requirements:

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- 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.
- Open to college sophomores, juniors, seniors, recent graduates, or graduate students pursuing a degree in communications, marketing, public relations, 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.

### Internship Options (*Subject to availability*):

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

### Additional Information:

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- Unpaid – college credit is available
- Parking is free

### How to Apply:

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Complete application at: <http://fraziermuseum.org/internships> . For more information contact [gschoenbaechler@fraziermuseum.org](mailto:gschoenbaechler@fraziermuseum.org).