

Intern Position Description: Social Media Marketing

Position Summary

This position will work with the Marketing and Communications Manager on the planning, development and implementation of social media strategy and content. Additionally, this position will work on the creation and implementation of marketing campaigns for exhibits and attractions in the museum.

Experiences the Internship Will Provide

- Strategic Planning. This internship is focused on the strategic implementation of social media as a marketing tool. Interns will learn how to apply social media to a larger, multi-channel marketing campaign.
- Content Creation. Interns will plan, create and post content for the museum's social channels.
- Research and analysis. Interns will conduct thorough research on peer organization and competition social media program and will analyze OMSI's social metrics to determine potential future opportunities for strategy and content design.
- Teamwork and Collaboration. Interns will work in a highly collaborative environment where two brains are better than one.

Knowledge/Skills/Abilities:

What we are looking for:

- Creative thinker who is ready, willing and excited to learn
- Knowledge of and enthusiasm for social media methods and strategies
- Moderate photography skills (both with smart device and / or DSLR)
- Moderate video production skills (we use a DSLR)
- General working knowledge of Adobe Lightroom and / or Premiere
- The intangibles: Excellent work ethic. Highly motivated. Focused. Resourceful. Exercises initiative. Displays sound judgment. Effective time management. Exceptional communication skills.

Training you will receive:

- Introduction to marketing campaign development
- Introduction to social media strategy
- Content creation, curation, research and management
- Photography and video production
- Refine skills in Adobe programs such as Lightroom and Premiere

Schedule:

- Schedule is flexible to accommodate the intern's needs
- 20-30 hours per week for 3-6 months
- Position is in the marketing office at the museum location, but intern may be asked to travel for photo/video opportunities

Learning Outcomes:

- Understand how social media fits into a larger, marketing strategy
- Recognize social media as a tool in the marketer's toolkit
- Understand marketing campaigns from a macro-level