



Communications Department Intern

Summer 2018

Department description:

The communications department is responsible for the museum's communications and marketing programs by managing public relations, advertising, branding, the website, social media, and other projects. The communications intern will work with the director of communications, and with other museum staff as required, in support of one or both of the below-listed projects that aim to expand and engage the museum's audiences, especially with digital resources. The project(s) selected will be determined by the experience and interests of the selected intern.

Daily tasks:

- General research focusing on the museum's fall 2018 exhibition and permanent collection
- Research focusing on the museum's press contacts and external digital resources.
- Data entry, subsequent to research and basic copy writing

Long-term projects/goals:

For the summer 2018 semester, there are two primary focus areas for a potential intern:

- 1) Research focusing on the museum's fall 2018 exhibition and permanent collection in support of an external online exhibition and a mobile app to be used inside the museum
- 2) Research and outreach focusing on press lists and community calendars to enhance promotion of the museum's exhibitions and public programs

Learning outcomes for intern:

The internship provides an opportunity to contribute to the important work of the museum while gaining experience for potential career paths the arts, culture, media, and nonprofits.

Specifically regarding the two above-mentioned focus areas:

- 1) Experience in researching the museum's collection and copy writing; experience in digital asset management and website platforms
- 2) Experience in public relations and marketing

Minimum requirements:

- Current college student or recent graduate
- Competent writing skills
- Proficiency in Office programs (Word and Excel)
- Useful but not required: Experience in Adobe Photoshop and WordPress

Hours per week:

6-8 hours each week; 1-2 shifts each week

To apply:

Please email your cover letter and resume as a PDF attachment to the intern coordinator, Kristen Anthony at kanthony@lagunaartmuseum.org. Please use "Communications Internship Application" as the subject line.