Samuel P. Harn Museum of Art
Intern Project Description Form

Staff contact name: Phyllis DeLaney, Senior Director of Development

Department: Development

Title of Internship: Harn 25th Anniversary Communications

Brief Description of Internship: A UF student studying marketing and public relations with interests in non-profit and/or event planning work will assist the Director of Development and Annual Giving Coordinator by organizing and coordinating communications pertaining to the Harn’s 25th Anniversary. The intern will also work closely with the Marketing and PR Director and her staff to promote the event, along with other offices on and off campus.

Date needed and duration:
Project will start during the 2015 Summer Semester with the opportunity to continue assisting with the 25 Candles Event during the 2015 Fall Semester.

Hours per week: 10

Specific Duties: The intern will act as a liaison for the Harn’s Development and Marketing/PR Departments when working with the UF Foundation Communications Office, the UF Communications Office, and 160over90 regarding the Harn’s 25th Anniversary and 25th birthday benefit, 25 Candles. The intern will be responsible for reaching out to news agencies, soliciting media sponsorships, promoting event branding, developing social media posts and implementing them, maintaining social media accounts connected to 25 Candles, and more.

Qualifications needed:
- Available to work 10 hours/week during museum business hours: M-F, 8am-5pm.
- Coursework/experience in marketing/public relations.
- Interest/experience working in non-profits and/or event planning.
- Coursework/experience working in a professional manner with a variety of social media.
- Highly organized and good at following up with others.
- Comfortable working with an array of employees and organizations.
- Able to take initiative, work independently and stay organized.
- Professional correspondence appropriate in representing the museum and the university.

Learning Objectives for intern:
- Learn how the development office at a museum functions and support its communications needs for events such as the Harn’s 25th Anniversary.
- Learn how to manage many different tasks simultaneously all while staying organized and poised.
- Acquire leadership skills while interfacing with the Harn Museum staff by working in a professional environment.
- Develop skills to successfully plan, communicate, and execute a large-scale communications effort as part of a large-scale event.

Special application instructions for this project: Please submit examples of previous public relations work – articles, interviews and other writing publications.

Benefits for Intern: As a result of this project, the intern will have had experience as the key organizer and executor of the communications plan for a large-scale event.