

Samuel P. Harn Museum of Art

Intern Project Description Form

Staff contact name: Tami Wroath, Director of Marketing and Public Relations

Department: Marketing and PR

Title of Internship: Web and Social Media

Brief Description of Internship: Work with the Director of Marketing and Public Relations to develop social media content and create posts for the Harn's social media outlets including a new Harn blog. Develop and add content to the Harn's website and local event calendars.

ONGOING Intern Project – offered every term

Hours per week: Hours are flexible. Minimum of 8 hours per week.

Specific Duties: Develop and initiate posts for the Harn's Facebook and twitter feeds. Enter Harn events into the Harn website's database as well as data bases of other local calendars such as the Gainesville Sun and UF Calendar. Develop content to feature on the Harn's website, including the new Harn Blog and coordinate information to be used.

Qualifications needed:

- Available 10 hrs/wk during museum business hours: M – F 8 am-5 pm
- Familiarity with social media platforms and have accounts in Facebook and twitter
- Proficient in Microsoft Word
- Ability to handle multiple projects and multi-task

Learning Objectives for intern: Become a valuable part of the marketing and public relations department by developing content to release to Harn constituents via the web. Intern will work with multiple departments learning the inner workings of an art museum. Analyzing data to measure what posts get the best responses from our audiences and structuring our posts to take advantage of that knowledge.

Special application instructions for this project:

- Please submit samples of your work along with the application.