

Samuel P. Harn Museum of Art

Intern Project Description Form

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

Department: Marketing and PR

Title of Internship: Social Media

Brief Description of Internship: Work closely with the Director of Marketing & Public Relations to develop social media content and strategies, schedule posts and analyze post performance. Collaborate heavily with others within the department to produce informed, effective digital engagement opportunities for the museum's various audiences. Connect with peers in the intern program through interviews for weekly #HarnIntern social media features.

ONGOING Intern Project – offered every term

Hours per week: 10

Specific Duties: Assist with content and strategy creation for Facebook, Twitter and Instagram, scheduling and online post management. Engage in brainstorming and content editing sessions. Research social media trends and measure post analytics.

Qualifications needed:

- Availability (10 hours/week) during museum business hours: M – F, 8 am - 5 pm; for Museum Nights (second Thursday of every month, 6 – 9 pm); for other special events as needed including some evenings and weekends
- Familiarity with and enthusiasm for social media platforms including Facebook, Instagram and Twitter
- Must demonstrate strong writing, communication and interpersonal skills
- Comfort with Hootsuite and Google Drive
- Strong attention to detail
- Ability to work both independently and within a team
- Passion for and demonstrated knowledge in social media marketing and industry trends
- Genuine interest in art, technology and current events
- Receptivity to feedback
- Design sensibility is desired, but not required

Learning Objectives for intern: Become a valuable part of the Marketing and Public Relations department by developing digital content to release to Harn constituents; fine-tune copywriting skills as they relate to social media and brand social content; become familiar with the inner workings of an art museum and gain familiarity with the processes related to cross-departmental collaboration; understand social media metrics and employ results in conscious effort to advance museum mission by improving online reach, engagement and opportunities for connection.

Special application instructions for this project:

Please submit samples of your social media work via PDF or web link along with the application. Samples must include 4 - 6 original social media posts, preferably for a brand or organization, that exemplify the ability to write clear, concise, engaging copy. Other standout forms of creative content such as short videos or animations welcome. If social media experience has not been gained through prior work or internships, a case study, polished class project or mock content are acceptable as an alternative.