

Samuel P. Harn Museum of Art

Intern Project Description Form

Staff contact name: Kelly Harvey, Director of Development

Department: Development

Title of Internship: Membership Internship

Brief Description of Internship: The Membership Intern will work with the Director and the Assistant Director of Development to develop and implement engagement strategies for the Harn's free membership program. Increasing UF student participation and membership is a key priority. As such, this intern will work closely with the Assistant DoD and will collaborate with the Education team in an effort to promote student membership and museum programming (Museum Nights) through various marketing/communications channels and will assist in organizing on-campus outreach as well as tracking and evaluating these efforts. This intern will interact with UF SG and identify opportunities to distribute information about student membership and the NARM benefit as sponsored by SG. This intern will serve as an ambassador for the Harn's membership program at museum events such as Museum Nights, pARTies, Harn on Tap, etc., and will assist with registration, renewal, check-in, and app-related procedures.

Date needed and duration: Ongoing project each semester. Hours per week: **10 hours/week**,

Specific Duties: The Membership Intern will promote membership (including the Harn's Digital Membership Card App) and engagement through email campaigns, newsletters, flyers, push notifications and social media. This intern will also attend Museum Nights and support other outreach efforts such as tabling on campus, at Preview and Beat T-Shirt pick-up, assisting with membership processes and organizing membership-related activities/events. This intern will help update the Join + Belong pages on the Harn's website and with app management. Some additional responsibilities include drafting content for the monthly Member News + Events, producing membership cards and benefit fulfillment, designing educational materials relevant to membership and its procedures (sign-up, renewal, app download, using your reciprocal memberships, etc.), and working with the Membership Data Analyst to update demographics and identify meaningful data and trends related to our efforts.

Qualifications needed:

- Available to work 10 hours/week during museum business hours: M-F, 8am-5pm; or alternatively, during Museum Nights: 2nd Thursday of each month (6-9pm) and at other development/membership-related special events such as pARTies and the Harn Director's Dinner (typically held on Thursday or Friday evenings, 5-10pm)
- Strong interest in Marketing/Public Relations/Development-work
- An appreciation for providing quality membership service and building relationships
- An entrepreneurial mind with exceptional written and verbal communication skills
- Excellent critical-thinking and troubleshooting abilities; works efficiently with minimal supervision
- Proficient in Microsoft Office/Excel; Graphic design and creative writing skills preferred

Learning Objectives for intern:

- Learn steps of formulating and implementing targeted membership campaigns
- Learn and utilize different marketing and PR strategies in a membership campaign
- Integrate knowledge of visual design applications into development of membership materials and marketing