

Samuel P. Harn Museum of Art

Intern Project Description Form

Staff contact name: Jess Berube, Communications Specialist

Department: Marketing and PR

Title of Internship: Social Media and Web

Brief Description of Internship: Work with the Communications Specialist to develop social media content and strategies, schedule posts and analyze post performance. Support digital marketing efforts by submitting events to online calendars and assisting the department in various ways as needed.

Spring 2019 projects may include: digital promotion for exhibitions including *Inside Outside*, *Monsters and the Monstrous*, *Divergent Convergence* and *Art of Inquiry*, among others; program promotion for Museum Nights, Member pARTy, Family Day and more; sustaining and improving upon various social media engagement initiatives.

ONGOING Intern Project – offered every term

Hours per week: 10

Specific Duties: Assist with Facebook, Twitter and Instagram content creation, scheduling and online post management. Engage in brainstorming and content editing sessions. Research social media trends and measure post analytics. Submit Harn event listings to online, local calendars such as the Gainesville Sun, 352 Arts, UF Calendar and UF marquees.

Qualifications needed:

- Availability (10 hours/week) during museum business hours: M – F, 8 am - 5 pm
- Familiarity with and enthusiasm for social media platforms including Facebook, Instagram and Twitter
- Must demonstrate strong writing, communication and interpersonal skills
- Comfort with Google Drive, particularly Docs and Sheets.
- Strong attention to detail
- Ability to work both independently and within a team
- Genuine interest in art, technology and current events
- Receptivity to feedback

Learning Objectives for intern: Become a valuable part of the Marketing and Public Relations department by developing digital content to release to Harn constituents; learn how to write for 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 work via PDF or web link along with the application. Samples should include 4 - 6 original social media posts that exemplify the ability to write clear, concise, engaging copy and/or 1 - 3 social media campaigns created to engage, inform and inspire. Other standout forms of creative content such as short videos or animations are also welcome.