

Samuel P. Harn Museum of Art

Intern Project Description Form

Staff contact name: Kelly Harvey, Director of Development

Department: Development

Title of Internship: Student Member Ambassador Internship

Brief Description of Internship: The Student Member Ambassador will work with the Director of Development and the Assistant Director of Development to plan and implement strategies for increasing student members and student member participation and engagement. The Student Member Ambassador will work with the Assistant Director to market student memberships via ads, articles, email and social media, as well as plan student member events during the semester. The Student Member Ambassador will also establish and maintain relationships with members of UF SG who support the Harn's Student Membership program annually and work with Action SG to distribute information about student memberships through SG to the rest of the campus.

Date needed and duration: Ongoing project each semester.

Hours per week: 10 hours/week, Monday – Friday during the hours of 8AM – 5PM

Specific Duties: The Student Member Ambassador will assist with marketing student memberships through a variety of outlets, including but not limited to: ads, email, newsletters, articles and social media. The Student Member Ambassador will also join the Assistant Director at Museum Nights in signing up students and executing student member specific activities/events. The Student Member Ambassador will act as a liaison with UF SG – working in concert with Action SG and the Harn's Marketing/ PR department to spread the word about free membership and the benefits of belonging. The Student Member Ambassador will also assist in reviewing and revising the Membership pages on the Harn's website and updating the reciprocal membership program lists and app directory. Additional responsibilities include drafting content for push notifications delivered via the Harn's Digital Membership Card app, drafting and designing instructional materials for all members who need assistance signing up or renewing their memberships and/or downloading and using their digital member card. Additionally, assisting recent graduates and any free member leaving UF transition to a General Membership will fall with the Student Member Ambassador.

Qualifications needed:

- Highly organized, sense of humor and ability to work well with others
- Self-disciplined and strong follow-through skills, with the ability to “manage up”
- Strong interest in Marketing/Public Relations and ease in communicating with others
- Strong sense of integrity, outgoing, enthusiastic, passion for museums and poised
- Excellent computer/Excel skills, graphics know-how, strong social media skills
- Available to work alternatively during Museum Nights on the 2nd Thursday of the month from 6 – 9 PM and, if applicable, during Harn Member pARTies (1 in the fall, 1 in the spring)

Learning Objectives for intern:

- Learn steps of formulating and implementing a membership campaign targeting students
- 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