

# Samuel P. Harn Museum of Art

## Intern Project Description Form

**Staff Contact Name:** Kelly Harvey, Director of Development

**Department:** Development

**Title of Internship:** Development Communications Internship

### **Brief Description of Internship:**

The role of the **Development Communications Intern** is to support the mission and vision of the Harn Museum of Art by assisting with marketing, public relations and communication activities related to the strategic goals and priorities of the Development/Membership team. This intern will work with the Assistant Director of Development to build relationships, boost engagement/membership and improve donor/member retention through coordinated communications, storytelling and impact reporting. This intern will assist in identifying, developing and collecting human-interest stories as related to donors, members and other key stakeholders. The ideal candidate will be a high-energy, creative and ambitious individual. Specific projects may include, but are not limited to writing content for Harn Partner Spotlights, Member News + Events Q&A (with Museum/University Staff, Curators, Volunteers, Interns, UF Faculty, Community Leaders, etc.) and Where Are They Now? Features, which highlight former Museum interns. This intern will work collaboratively with the Harn's Marketing/PR team as well as other departments to share compelling stories through written word, photo, video and infographics designed to inspire involvement and promote giving to the Annual Fund.

**Date needed and duration:** Ongoing project

**Hours per week:** 10 hours/week

### **Specific Duties:**

- Identify, interview and write stories highlighting key stakeholders
- Assist with project-related photography; can be personally or coordinated with Marketing/PR
- Assist with copy writing and fresh concepts for monthly Member News + Events; including, but not limited to Q&A, reciprocal museum spotlight, reporting on Annual Fund dollars/status, etc.
- Assist with research and developing content for Harn pARTner stories
- Assist in writing copy for impact reports as well as content for the Harn's Annual Report
- Collaborate with the Harn's Marketing/PR team on new ideas, directions, and channels for sharing stories; make it easy for donors/members to share our stories with their networks
- Research resources and best practices for storytelling; identify and recognize opportunities to infuse pre-existing content with story moments

### **Qualifications Needed:**

- Available 8-10 hours/week during museum business hours: Monday–Friday, 8 am –5 pm
- Outstanding verbal and written communication skills with a passion for storytelling and an interest in museums, art and/or Higher Ed advancement
- Highly organized; the ability to work quickly with minimal supervision and meet deadlines
- Strong sense of integrity and the utmost respect for confidentiality
- Attention to detail, a creative spirit and a “can-do” attitude
- Ability to develop visual aids is preferred

### **Learning Objectives for Intern:**

- Learn, apply and evolve the Harn Museum brand through authentic, engaging storytelling
- Learn how to collaborate with internal departments on design, strategy and operations
- Learn how storytelling impacts private support and cause-related giving