

Samuel P. Harn Museum of Art

Intern Project Description Form

Staff contact name: Alli Hudson, Associate Director of Development; Blythe Garrett, Development Coordinator

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 communication and outreach activities related to the strategic goals and priorities of the Development/Membership team. This intern will work with the Associate Director of Development and Development Coordinator to build relationships, boost engagement/membership and improve donor/member retention through consistent and relevant communications, storytelling, and impact reporting. The ideal candidate will be a high-energy, creative and ambitious individual. Specific projects may include, but are not limited to, writing content for the bi-monthly Harn Newsletter, which highlights reciprocal museums, exhibitions, and internships. This intern will work collaboratively with the Harn's Marketing/PR team as well as other departments to share meaningful stories and other creative content published digitally and printed. Additionally, the intern will provide student membership outreach assistance at Museum Nights, which takes place on the 2nd Thursday of each month (6-9pm).

Date needed and duration: Ongoing project **Hours per week:** 8-10 hours/week

Specific Duties:

- Identify, interview and write feature stories and assist with related photography.
- Draft copy for bi-monthly Harn Newsletter; including, but not limited to highlighting exhibitions, programs, interns/MUSES, reciprocal museum spotlight, and fundraising goals/campaigns.
- Maintain the Harn's current member birthday email campaigns.
- Assist with donor relations campaigns, such as thank you notes (Grateful Gator Day), as well as stewardship events including the Director's Brunch.
- Assist with student member outreach, including on-campus events such as Beat-Tee pick up.
- Research best practices for storytelling that resonates with current and future supporters.
- This intern will also receive training on how to use the Harn's Membership Portal (database) in order to provide assistance with benefit fulfillment/membership services (e.g. managing reciprocal privileges, providing password reset and app assistance, etc.) and access reports to help identify meaningful data and trends related to departmental efforts.

Qualifications needed:

- Available 8-10 hours/week during museum business hours: Monday–Friday, 8 am–5 pm; and/or alternatively, during Museum Nights: 2nd Thursday of each month (6-9pm), and at other Development/Membership-related special events.
- 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

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