

# Samuel P. Harn Museum of Art

## Intern Project Description Form

**Staff Contact Name:** Tami Wroath, Director of Marketing and Public Relations

**Department:** Marketing and PR

**Title of Internship:** Social Media and Web Promotion

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

Work with the Harn's Director of Marketing and Public Relations and Communications Specialist to develop social media content and strategies, schedule posts and analyze performance of posts. Support digital marketing efforts in various ways including submitting events to online promotional calendars.

**Hours per week:** 8 - 10 hours/week (Tuesday – Friday, 10 am – 5 pm)

### **Specific Duties:**

Assist with social media content creation, scheduling and online post management. Engage in brainstorming and content editing sessions. Research social media trends to develop new types of digital engagement and measure post analytics. Help develop social media and website plans to increase use of video across digital platforms. Submit Harn event listings to online, local calendars such as the Gainesville Sun, Visit Gainesville and UF Calendar, and research new opportunities.

### **Qualifications needed:**

- Must be available for Museum Nights held the second Thursday of each month from 6 to 9 pm. Event dates are September 10, October 8 and November 12
- Familiarity with and enthusiasm for social media platforms including Instagram, Facebook and X
- Must demonstrate strong writing, communication and interpersonal skills
- Strong attention to detail
- Ability to work both independently and within a team
- Genuine interest in art, technology and current events
- Proficiency in digital photography and video editing are plus

### **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:** Along with the application, please submit samples of original social media content to [twroath@harn.ufl.edu](mailto:twroath@harn.ufl.edu). Examples may include professional, class project or personal social media content for the purpose of analyzing visual and written skills needed for the internship. Questions? Email Tami Wroath at [twroath@harn.ufl.edu](mailto:twroath@harn.ufl.edu).