



Marketing Intern

Summary: The Marketing Intern will support and implement marketing programs and promotional activities for the Lewisburg Children's Museum to build an audience base and increase attendance and awareness of museum offerings, including, but not limited to, classes, programs, memberships, field trips, rentals, and more.

This position is for a youth between the ages of 16-24 years of age and is for 25-30 hours/week, \$10.35/hour. This internship is made possible through the State/Local Internship Program (SLIP) by a grant from the Central PA Workforce Development Corp. This internship is eligible from May 8, 2019 to August 30, 2019 for a minimum of 10 weeks. Hours may include some weekends.

Internship Description:

Primary internship projects may include:

- Assisting in the development and implementation of marketing plans for a variety of areas including museum membership, development, field trip services, special events, and programs.
- Assisting with community event promotions by completing organizational tasks and gathering marketing materials for events and occasionally working events or programs.
- Assembling and editing copy for monthly emails for members and subscribers, as well as work with e-mail provider to get e-newsletter produced.
- Maintain media contact/circulation database
- Updating and consolidating subscriber email lists through web based platforms, such as MailChimp
- Assist in exploring new forms of social media and social media trends
- Writing copy for signage requests.

Additional duties may include:

- Greeting guests and groups and answering routine questions about exhibits and the museum.



- Being knowledgeable about LCM pricing and memberships to accurately check in guests
- Prioritizing creating a positive visitor experience for LCM guests through every aspect of their interaction in the museum including check in, exploration of the exhibits, participation in programs and classes, and birthday parties and special events.
- Helping guests explore the various exhibit spaces
- Monitoring the exhibit space for organization, cleanliness, and safety
- Assisting with programs and events as necessary

Requirements:

Intern should:

- Possess outstanding written and verbal communication skills, as well as strong organizational skills and the ability to pay close attention to detail
- Have experience utilizing Google platforms, including Google Drive, Google Forms, Gmail, etc., as well as email platforms, such as MailChimp
- Have the ability to successfully manage multiple projects at one time and to work collaboratively in a diverse work environment.
- Possess, or be able to obtain, completion of all security clearances required to work with children (if applicant is over the age of 18)
- Be willing to participate in professional development opportunities through Central PA Workforce Development Corp.

To Apply

To apply, please email resume, cover letter, a list of 3 references, and any other appropriate materials you wish to: kahla@lewisburgchildrensmuseum.org. Applications are due by **April 8, 2019**.