



Public Relations and Marketing Position Description

Goal of internship:

The internship will provide the student with an introduction to standard museum practice and provide hands-on experience in museum work. By the end of the term, the intern will be fully familiar with the public relations and marketing functions within the museum setting. This will include: compiling materials for publicity and marketing campaigns; archival maintenance; homepage updates; and assisting with the production of the museum's newsletter.

Objectives:

The intern will organize and catalog archival materials, gather data and information related to museum events and functions, assist with press mailings, compile and update press lists, and assist with computer assignments including photo scanning and e-mail assistance.

The intern will have hands-on experience in journalistic matters as they relate to Museum activities and will be exposed to the internal operations of a very active public relations department.

The intern will assist the Public Relations Director in the normal daily work within the department.

Evaluation:

The intern will be evaluated on the basis of his or her performance of the above tasks and the degree of independent thinking which (s)he approaches the assigned tasks.

At the end of the internship period, a Museum Intern Evaluation form will be completed by the staff supervisor(s).

It is strongly recommended that the student keep a journal of their experiences at the museum. While this is no longer a requirement of the museum, it is an excellent way for the college to be informed of the nature of the student's activities, and an opportunity for the student to reflect on the term's experiences.