



## KOCH FAMILY CHILDREN'S MUSEUM OF EVANSVILLE (cMoe)

### Marketing/Public Relations Intern (unpaid) Position Announcement

Posting date: February 19, 2020

Since its founding in 2006, the Koch Family Children's Museum of Evansville (cMoe) has been the only museum in Evansville that is entirely devoted to children ages 0-12. With interactive exhibits and a wide array of early literacy, science, math and art activities, the Museum's purpose is to enrich children's lives and to positively impact the Evansville community through inspired play.

cMoe is looking for a dedicated, self-motivated individual who is seeking experience in the Public Relations/Marketing field with an emphasis in event planning. Our internship position offers hands-on experience with a non-profit organization in the Public Relations and Marketing department, helping our team advertise our events to our targeted audience. Successful interns are innovative thinkers and leaders who are outgoing to possess a commitment to diversity and excellent customer service in support of cMoe's goals.

#### Internship Responsibilities & Duties:

- Assist Marketing & Communications Manager in maintaining and creating social media campaigns including researching and drafting social media posts according to museum guidelines and mission
- Represent the Museum at festivals and other community events
- Attend Museum staff and marketing meetings when possible
- Depending on time and interests, take on one or more of the following projects: analyze social media data; photograph Museum programs; catalog Museum image libraries
- Additional tasks and responsibilities as needed.

#### WHAT SKILLS WILL THE INTERN LEARN?

Our intern will gain hands-on experience in a non-profit organization setting through many different assignments/duties:

- **Event Marketing:** The intern will assist in event planning for our museum events. This will include outreach to local businesses and media on promoting event and asking for participation.
- **Event Planning:** Organizing facilities and details such as decorations, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material, etc.
- **Social Media:** The intern will help our team post to social media and learn how to cater to a specific audience through writing and content creation. He/she will learn about analytics, our demographic, and our writing style/voice. Also, he/she will learn about optimum posting times.
- **Relationship Development:** The intern will learn how to create, develop, and maintain relationships with key players in our targeted audience, including media and bloggers. He/she will reach out to contacts via phone or email to answer questions and inform them of our special events.
- **Public Relations:** The intern will learn how to be a liaison between the museum and the public by giving tours to media/bloggers, representing the museum when talking with guests, and replying to guests on Social Media inquiries & reviews, Yelp, the museum email account, etc.
- **Press Releases and Media Kits:** The intern will craft creative and professional press releases and media kits on special events and send out to media/ blogger contacts.
- **Writing:** The intern will create monthly newsletter, social media posts and content for our website throughout their internship highlighting new exhibits, programs and overall museum happenings.

### **Ideal Candidate Qualifications**

- Applicants must be upper-level undergraduate (sophomore, junior or senior) or graduate level.
- Excellent communication skills, both written and verbal, and strong interpersonal skills including comfort interacting with children and families.
- Coursework or experience in a relevant area preferred – for example, communications or marketing, public relations, or non-profit management.
- Coursework, experience, or demonstrated interest in marketing; interest in social media marketing preferred.
- Experience or interest in the work of children’s museums / community non-profits. Previous museum experience is not required.
- Able to work independently and take initiative on projects.
- Reliable transportation
- Background in graphic design a plus including Canva, InDesign, Illustrator and Photoshop
- Familiar in various social media platform such as Facebook, Twitter, and Instagram
- Comfortable to speak to groups in public
- All intern placements are contingent upon the successful completion of screening requirements including a background check.

**TIME COMMITMENT:** (MINIMUM 10 WEEK COMMITMENT, 10 HOURS PER WEEK)

**VARIOUS SHIFTS:** Monday-Friday 9:00am-4:00pm (some weekend hours maybe required)

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### **Application Instructions for the Internship**

Please review the position description and send a cover letter, resume and a list of 3 references to [cprindle@cmoekids.org](mailto:cprindle@cmoekids.org) by **March 9, 2020**.

Review of applications will begin upon receipt and will continue until position is filled. After we have reviewed your application materials, we will be in contact with you. Finalists for this position will be subject to a pre-employment background check as a condition of employment.