



DATE: Rolling acceptance
****Application deadlines: (Fall – August 1)**
(Spring – November 1)
(Summer – April 1)

POSITION: Digital Marketing Intern

DEPARTMENT: Marketing & Public Relations

INTERN PROGRAM COORDINATOR: Director of Curatorial and Education Services

MISSION: Provide relevant educational and entertaining opportunities within the region that exceed customer expectations, while preserving our community's vibrant cultural history.

VISION: The Durham Museum will serve as a recognized, premier resource for education, entertainment, and historical preservation in our region. We will be the venue of choice in our market by providing a unique, engaging, and memorable experience professionally presented to every customer.

POSITION PURPOSE:

The marketing internship program of The Durham Museum has been established to provide an environment of hands-on learning that promotes the growth and development of student interns, advances museum brand awareness and promotes positive guest experiences related to communications. Through the intern program, the public is provided improved awareness of museum programs, services and events, allowing the museum to better connect with the community and serve them on a higher level. The position models a keen awareness and understanding of the museum's core values in all guest and staff interactions.

ENVIRONMENT:

Housed in Omaha's historic Union Station, The Durham Museum serves as one of the region's premier education centers and family destinations.

The organization was founded in 1974 as the Western Heritage Museum. In 1995, Union Station was renovated as part of a \$25 million capital campaign, and in 1997 the museum was renamed in honor of Charles and Margre Durham. In 2002, the museum became an affiliate of the Smithsonian Institution and has since built relationships with the Library of Congress, National Archives, Chicago's Field Museum, and other renowned educational resources. In 2007, the museum completed a \$1.5 million rejuvenation of its permanent exhibitions and opened the 266-seat Stanley and Dorothy Truhlsen Lecture Hall in the former 1899 boiler plant. Additional restorative work was completed in 2009 to preserve Union Station's art deco architecture as well as to guarantee the long-term viability and preservation of the facility and the collections housed within its walls.

NATURE AND SCOPE:

Marketing interns work directly with staff members to learn the skills necessary to complete individual projects related to the development of useful social media content, engagement of supporters, facilitation of user-friendly websites, distribution of email communications, digital asset management and the tracking/reporting of communication effectiveness. Students in the intern program are exposed to marketing practices and standards that will prepare them for future opportunities within the industry.

PRINCIPAL RESPONSIBILITIES:

1. Work with the on-site Social Media Manager in creating content for the Museum's social media channels:
 - Develop and maintain content calendars to ensure key events and programs are not being missed
 - Research and create meaningful content that is timely and relevant to our audiences
 - Coordinate with internal sources or subject matter experts to gather information needed for content/communications creation
 - Monitor analytics with Marketing Team to identify trends and recommend strategy changes
 - Identify new ways to interact with and grow target audiences
 - Provide support to Marketing Team at live and online events
2. Assist in the creation and management of museum websites, marketing emails and other digital communications
 - Make updates to DurhamMuseum.org and OmahaRailroadDays.com as needed through our Wordpress content management system; ensure websites are functional, accessible, accurate and updated
 - Submit events, exhibitions and content to online community calendars and tourism partners
 - Assist with management of e-marketing lists
 - Quality check digital communications for accuracy and message consistency
3. Cultivate digital assets to assist with storytelling and for archival purposes.
 - Photograph museum activities; capturing high-quality images
 - Assist with the creation of video-based projects
 - Devise and implement an organizational system for image asset management
 - Image sorting and naming
 - Prepare media requests, such as compiling images
4. Participate in staff meetings as assigned.
5. Participate in all mandatory training and safety programs required and provided by the museum.

DISCLOSURE:

The Principal Responsibilities reflect the primary functions of the position, and are not to be considered a detailed description of all aspects and requirements of the position.

QUALIFICATIONS:

Education

Currently enrolled undergraduate or graduate student. Applicants must have completed a minimum of thirty (30) credit hours. Preferred majors include marketing, graphic design, public relations, visual communication, business and/or communication studies.

Knowledge/Skills/Abilities

General computer knowledge required. Candidate should be detail oriented and should be a self-starter.

Working Conditions

Position must be able to sit or stand for extended periods. Must be able to lift up to 40 pounds, and climb ladders.

Position requires a minimum of 10 hours per week, and a maximum of 20 hours per week for the semester.

Course credit can be obtained, based on university guidelines and approval.

HOW TO APPLY:

Submit resume and cover letter to Carrie Meyer, Director of Curatorial and Education Services at cmeyer@durhammuseum.org.

Applications are accepted for all semesters throughout the year. Students can submit materials for consideration for non-consecutive terms.