

## **The Jewish Museum**

**Position:** Marketing and Communications Intern  
**Hours:** Full-time or Part-time / 12 hrs p/wk minimum  
**Department:** Marketing and Communications  
**Supervisor:** Senior Manager, Marketing  
**Start Date:** August 2010

The Marketing and Communications department at The Jewish Museum is offering an excellent opportunity for an individual interested in Marketing and Communications, who would like hands-on experience with the challenge of marketing a non-profit art museum.

As an intern in the department you may be asked to work on a variety of projects that include assisting with marketing research, social media, guerilla marketing, website analysis and more. You will be invited to attend department meetings and staff/docent training of exhibitions. As part of the program the intern will also receive a museum identification card that allows for free admission to other museums and various discounts.

### **Essential Job Functions:**

- Work on outreach for the lead exhibitions *Houdini: Art and Magic* and *Shifting the Gaze: Painting and Feminism*
- Assist with guerilla marketing initiatives for upcoming exhibitions & programs. Research, outreach, and travel around the city to distribute flyers/postcards.
- Maintaining Social Media, tracking admission coupons, and maintaining the lobby raffle prizes.
- Help build a tourism database of travel professionals outside of NYC.
- Assist with planning audience development events.
- Assist with statistical analysis & reporting for the Museum's website to follow up outreach & promotions.
- Provide administrative support as needed.

### **Internship Qualifications:**

- B.A. or M.A. candidate with preference given to those with majors or concentrations in Marketing, Communications, and Museum Studies.
- Strong attention to detail and ability to work independently.
- Outstanding abilities with regard to written and verbal communications, editing, and proofreading
- Strong computer skills with experience using Social Media, MS Office Suite (Word, Excel, Outlook, etc). Photoshop and InDesign a plus but not required.
- Knowledgeable and active social media user.
- Creative and entrepreneurial spirit.
- Excellent people skills – ability to work cooperatively with others at all levels
- Interest in art and knowledge of Jewish culture strongly preferred, but not mandatory.