

The Jewish Museum

Position: Digital Marketing Intern
Hours: Part-time / 6 hrs p/wk minimum
Department: Marketing and Communications
Supervisor: Digital Marketing Manager
Start Date: January 2012

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.

The Jewish Museum's Digital Marketing Intern will assist department staff in maintaining brand awareness and building audiences through digital promotions, including social networking and guerrilla marketing (no cost/low cost promotions), and in maintaining content on the museum's web site.

Possible Job Functions:

- Work on outreach for the *New York Jewish Film Festival 2012* and *Kehinde Wiley / The World Stage: Israel*
- Assist with guerilla marketing initiatives for upcoming exhibitions & programs.
- Assist in developing and maintaining social media initiatives – includes drafting daily messages, updating marketing plans, assisting with project planning and more.
- Update monthly reports for digital media statistics.
- Assist with planning audience development events.
- Provide administrative support as needed.

Internship Qualifications:

- B.A. or M.A. candidate with preference given to those with majors or concentrations in Museum Studies or related degrees.
- 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 MS Office Suite (Word, Excel, Outlook, PowerPoint etc). Photoshop and/or InDesign a plus but not required.
- Knowledgeable and active social media user. Facebook, Twitter, Foursquare, Flickr and YouTube preferred.
- 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.