



TRANSPORTATION MUSEUM, MAINE

Position: Marketing Intern	Term: May - August 2019
Reports to: Communications Manager	Compensation: \$12/hour
Hours & Schedule: 36-40 hrs/wk with commitment to flexibility and a nontraditional schedule, including 6-7 weekends	

The Owls Head Transportation Museum is seeking an energetic and creative individual who is interested in exploring a career in communications by learning about the role of public relations, marketing and social media in a museum environment. This internship primarily focuses on digital engagement, advertising and grassroots marketing activities for the museum's event season. The intern will work with the Communications Manager to learn the basics of creating effective communications campaigns, crafting targeted language, developing press lists and implementing digital content strategy.

Responsibilities:

- Conduct research through the public relations database to develop and maintain contact lists
- Draft press releases and digital content, including social media campaigns
- Assist with the organization's brand management and digital reputation efforts
- Support customer inquiries with technical support troubleshooting
- Assist with tracking and maintaining analytics for digital channels
- Capture all museum event photography for two-day outdoor events

Qualifications:

- In pursuit or possession of a degree in marketing, communications or related field
- Diverse writing and communication skills
- Strong knowledge of social media platforms (personal sites count!)
- Advanced understanding of professional boundaries and ethics related to public engagement

General Expectations:

- Ability to work both independently and as part of a team
- Demonstrate a strong work ethic in terms of reliability and integrity
- Ability to work in a fast-paced environment
- In addition to the responsibilities listed above, interns may be included in other tasks related to program enrichment as long as those activities support the development of marketable skills.
- This internship follows a structured supervision schedule and offers the option to be documented for college credits, as requested by the individual.

To apply, send the following materials to Kathryn Pardo, Operations Manager, by email at kp@ohtm.org:

- Current resume
- Contact information for two academic or professional references
- Your most recent academic transcript (unofficial transcripts are acceptable)
- A statement of purpose related to your interest and motivation for learning about communications, public relations or a related field.