

Briscoe Western Art Museum – San Antonio, Texas

Position Description

Marketing Intern

Department: Marketing Department

Reports To: Marketing Coordinator

Fair Labor Standard Act Status: Intern, College Credit Opportunity (not required)

POSITION SUMMARY

The Marketing Intern reports to the Marketing Coordinator and is responsible for supporting the museum's marketing and communications efforts through the museum's social media channels, website, public relations, and advertising. The Marketing Intern will also help host external events, create marketing materials, and collaborating with other departments in the museum to assist with their marketing and branding needs.

RESPONSIBILITIES

- Support marketing campaign plan and execution.
- Write copy for social media posts, promotional materials, and other marketing collateral.
- Assist in the creation of written, video, and image content for marketing channels.
- Create and implement content calendars for the museum's social media channels.
- Perform website maintenance by updating the website with copy, images, and graphics.
- Collaborate with museum staff on ideas for programmatic and communications-related content.
- Assist with museum public relations efforts including updating event calendars, creating digital media kits, and coordinating media visits.
- Conduct research that supports institutional communications and outreach, including programs, audience development, and partnerships.
- Develop reports and information about social media and web analytics.
- Assist with daily administrative duties in the external department.

SKILLS AND REQUIREMENTS

- Current or recent upper-level undergraduate student in marketing, public relations, or related field.
- Familiarity with major social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) and knowledge of current trends.
- Must be proficient in basic design programs including Adobe Creative Suite and knowledge of video editing software.
- Writing and proofing skills are required.
- Excellent communication skills (written and verbal) and administrative skills.
- Ability to work independently and complete assigned tasks within identified time frame.

WORKING CONDITIONS

Position requires periods of physical activity, including lifting at least 20 pounds and pushing 35 pounds with the assistance of a cart. Evening, weekend, and holiday work is required.

10 - 20 hours a week required (hours flexible with museum hours 8:00 a.m. - 5:00 p.m.)

Must have reliable transportation
Includes parking in downtown parking garage

Interested parties can send a cover letter and resume using any of these methods.

Facsimile/FAX

Subject: Marketing Intern

Fax Number: (210) 299-4118

or

Email

Subject: Marketing Intern

info@briscoemuseum.org