



Marketing Internship

Overview and outcomes

Do you love puns and costumes? Do you enjoy blowing people's mind? Do you learn something new and share it with every single person you interact with for the rest of the day? Then this internship is perfect for you!

There's no shortage of interesting, educational and mind-blowing science to promote—happening within the Science Museum of Virginia's walls and across the universe. Marketing interns will work with the entire Communications and Curiosity team. They will develop a deeper understanding of paid, earned and owned channels to gain experience in social media, public relations, advertising, research and strategy.

Opportunities for professional development

- Submit Museum events to community calendars
- Create social media content
- Assist with media clip and social media reporting
- Prepare for media interviews/events
- Build media lists
- Write and edit blog posts
- Gather information and/or photos for media requests
- Draft and/or distribute press release and media alerts
- Assist with special events
- Draft and distribute talking points
- Conduct community partnership research
- Participate in campaign planning sessions
- Assist with material distribution
- Create prize packs for content winners
- Enter marketing data collected at events
- Help develop and maintain website content
- Assist with donation request fulfillment
- Assist with digital content planning and execution, including appearing in Museum photos and videos

Qualifications

- Must be 18 years or older
- Must possess excellent communication skills
- Must be enthusiastic, creative, energetic and able to work on multiple projects simultaneously in a busy environment

- Must be able to work independently while following supervisor's instructions and guidance
- Coursework in marketing, communications, public relations or journalism preferred
- Interest in science and desire to work in a museum setting preferred
- 15 hour/week minimum requirement. Shifts will vary, but some weekends and evenings are required

To apply

Candidate must submit all of the following to be considered for an internship:

- Completed online application
<https://www.volgistics.com/ex/portal.dll/ap?AP=1326533525>
 - Cover letter
 - Resume
 - Two letters of reference
- Documents can either be emailed to Sarah Farrow, Volunteer Coordinator
sfarrow@smv.org or mailed to the address below:

Volunteer Coordinator
Science Museum of Virginia
2500 West Broad Street
Richmond, VA 23220

Name/Address of Internship Site

The Science Museum of Virginia, 2500 West Broad Street, Richmond, VA 23220-2054