



JOB DESCRIPTION

Job Title: Marketing and Communications Intern

Dept: Marketing

Reports to: Brand Manager and/or Director of Marketing

Status: Temporary

Schedule: 12-20 hours per week
Begin and end dates are flexible; Open application period
Flexible hours fall between 9:00am & 4:30pm, Monday-Friday

To apply:

Complete the official online intern application at <https://www.lhf.org/internships>. A resume, cover letter and three references are required.

Deadline to apply: Open until filled.

Questions: Contact the Marketing Dept by email at pr@lhf.org.

JOB SUMMARY / PRIMARY JOB FUNCTION:

Marketing interns assist Living History Farms in achieving our mission to educate, entertain, and connect people of all ages to Midwestern rural life experiences. This position involves communication and marketing promotions using email marketing, social media, press releases, posters, brochures, and our website.

Academic credit may be earned, depending on the student's college or university requirements. The intern is responsible for informing LHF of any academic requirements necessary to earn credit.

DUTIES:

- Schedule and generate content for museum's social media channels
- Assist with website edits and design
- Write content for press releases and e-newsletter
- Capture engaging photos with visitors and interpreters as needed
- Help develop a 'voice' for Instagram featuring Living History Farms' animal residents
- Occasionally staff event booth to promote Living History Farms to the general public
- Maintain a professional demeanor at all times
- Welcome and greet museum visitors in an open and friendly manner when interacting

QUALIFICATIONS and SKILLS:

- Computer experience with Microsoft Office programs
- Experience with editing and design in Adobe Creative Suite preferred
- Photography experience preferred
- Motivated and self-directed individual who can work independently
- Excellent verbal and written communication skills with special attention to spelling and grammar
- Willingness to learn, and a “can do” mentality
- Creative, with analytical and problem-solving skills
- Able to perform physical tasks (lift 50 lbs.) with physical mobility
- Must be in second year of college, or above
- Able to successfully pass a criminal background check
- High school diploma or GED required

POSITION STATUS/BENEFITS:

- Reviews will occur after first 45 days and at completion of the internship
- Marketing interns also receive:
 - A general introduction to field of museum studies and how marketing impacts visitors, members, donors and public perception
 - Training and instruction on marketing related projects
 - Constructive and timely feedback in a mentoring environment
 - One-on-one experience working alongside the Director of Marketing and Brand Manager
 - Opportunities to create your own project in an area of interest (video, podcast, social media campaign, interviews, etc)
 - Professional networking (option to attend industry events, conferences, and seminars with museum staff)