

Internship Title: DIGITAL MARKETING INTERN

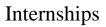
About Associates: Smithsonian Associates advances the Institution's mission "to increase and diffuse knowledge" through life-enriching educational and cultural experiences inspired by the Smithsonian's research and collections for DC-region students, families, and adults, and for learning communities nationwide.

Intern Duties: Supports Marketing Dept. by assisting with various digital marketing projects such as:

- Research marketing and social media campaign results, conduct surveys, create presentations, and report findings
- Determine target audiences and build extractions for e-mail campaigns
- Design, copy write, and deploy eCommunications to targeted audiences with a broad array of messaging
- Create promotional and informational content for the Smithsonian Associates Blog, Facebook, Instagram, Twitter, Pinterest accounts
- · Generate promotion packets for speakers and partner organizations
- Research and help implement new strategies for expanding social media reach and engagement, as well as promote tickets sales to the millennial demographic
- Additional projects as assigned based on marketing needs and skills of applicant.

Professional Development

Opportunities:	
	 Develop enhanced communication skills for customer relation and marketing Become familiar with common eMarketing tools, reporting and best practices that are valuable for future employment Gain exposure to a wide variety of real life marketing needs and solutions, as well as educational opportunities Practice database management and learning to target campaigns for greater ROI and lower COS, to ensure successful marketing approaches Gain experience with Microsoft Office (Excel, Word, Powerpoint), WordFly, Tessitura (CRM), Google Analytics, Social media platforms (Hootsuite, Twitter, Instagram, Facebook, Pinterest, Wordpress), basic design (Canvas/photoshop).
Qualifications:	 Candidates should possess: Strong writing, organizational and interpersonal skills; impeccable attention to detail Multi-tasking skills and ability to adhere to strict deadlines Basic facility with computers and technology; basic html knowledge preferred A basic knowledge of Photoshop and aesthetic abilities Flexibility and the ability to thrive in a fast-paced environment. College students at the junior, senior and graduate levels studying marketing, communications, music/arts administration or public relations are preferred.
Seasons:	Spring (Jan - May), Summer (Jun - Aug) and Fall (Sept - Dec)
Time Commitment:	25-32 hrs/wk; 1 semester
Schedule:	Monday - Friday, 9am - 5pm; schedule can be flexible
Supervisor:	Jeanie Arnold, Social Media and Digital Marketing Specialist
Compensation:	All Associates internships are unpaid and housing is not provided. College credit may be granted, but must be coordinated in advance with the intern's university/college.
Location:	S. Dillon Ripley Center, Smithsonian Institution, Washington, D.C.
To be considered in th	he first round of applications, please submit your materials by the dates below: Fall Positions: July 1 Spring Positions: October 1 Summer Positions: February 1 Applications received after these dates will be considered on an as-needed basis.





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To Apply: Complete the online application at <u>https://SmithsonianAssociates.org/Internships</u>. Questions can be directed to the Intern Coordinator at <u>TSAInternships@si.edu</u> or (202) 633-8631.