



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 the 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.



Smithsonian Associates

Position Description

Internships

To Apply:

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