

BLANTON MUSEUM OF ART INTERNSHIP PROGRAM, SPRING 2019

POSITION: Social Media/PR/Marketing Intern  
DEPARTMENT: Marketing  
REPORTS TO: Marketing & Communications  
HOURS: 10-15/week  
PAYMENT: Unpaid

DESCRIPTION:

This position offers an opportunity to learn about the wide range of communication needs of a museum/non-profit organization. Work will include:

- writing social media copy, press releases, print/web ads, blog posts
- monitoring press & social media coverage; assembling press/social media summaries
- submitting information to press outlets
- maintaining press lists
- assisting with press release and story pitch development
- distributing marketing materials
- administrative tasks

This internship is a chance to gain valuable writing and marketing experience and add real world projects to your portfolio. Applicants studying Communications, Media Studies, Advertising and Marketing, Journalism and related fields are encouraged to apply.

REQUIREMENTS:

- UT student currently pursuing a degree/recent graduate in communications or related field
- Excellent writing, editing & proofreading skills
- Proficiency in Microsoft Word & top social media platforms; familiarity with WordPress, Sprout Social a plus
- Creative, motivated & strategic thinker
- Ownership of a personal laptop

DUTIES:

The Social Media/PR Intern's responsibilities include, but are not limited to:

- Compiling press mentions & developing press summary reports
- Tracking/monitoring social media mentions & developing social media summary reports
- Submitting event details to publication event calendars
- Writing copy for press releases; checking imagery captions and credit info for accuracy
- Organizing and maintaining press lists, press clipping folders
- Assisting with advertising billing/filing
- Distributing promotional collateral to Austin businesses/organizations
- Writing blog posts, press releases, social media posts

TO APPLY, PLEASE SEND BY **MONDAY, DECEMBER 3** TO [INTERNSHIPS@BLANTONMUSEUM.ORG](mailto:INTERNSHIPS@BLANTONMUSEUM.ORG):

- Resume with education, employment history, and names of 3 references
- 1 letter of recommendation
- Cover letter addressing your interest in the position
- Link to online portfolio/writing samples