Palmer Museum of Art
Undergraduate Internship Project Description

**Title of Internship:** Museum Communications Internship

**Dates of Internship:** Ongoing Intern Project, offered every term/year

**Hours per week:** 8-10 hours per week

**Schedule:** Shifts can be flexible, depending on class schedules, but applicants must be available between 9am-4:30pm weekdays and some evenings/weekends.

**Staff Supervisor:** Sarah Anne Wharton, Communications Assistant

**Brief Description of Internship:**
The Museum Communications Intern will work with the museum’s communications assistant to develop web-based and social media content and strategies, including creating, scheduling and analyzing posts; submitting information to online calendars; and updating information on the Palmer Museum website. Support print and digital marketing efforts with photographing events and activities at the Palmer for use in communications.

**Qualifications Needed:**
- Familiarity with and enthusiasm for social media platforms including Facebook, Instagram and Twitter
- Experience with project/event management
- Proficiency in digital photography
- Comfort with Office 365 and Adobe Creative Cloud applications, especially photo editing software
- Strong written, verbal and interpersonal communication skills
- Strong attention to detail
- Ability to work both independently and within a team
- Genuine interest in art, technology and current events
- Receptivity to feedback

**Learning Objectives:**
- Gain experience in developing digital strategies and content for marketing, communications and advertising practices
- Learn how to write for social media, especially for non-profit/arts organizations
- Become familiar with the inner workings of an art museum and gain familiarity with the processes related to cross-departmental collaboration
- Understand social media metrics and employ results to advance museum mission