

# *MFAH Internship/Fellowship Description*

**Intern/Fellow Title:** Marketing & Communications Intern/Fellow

**Academic Level:** Undergraduate or graduate level

**Supervisor:** Laine Lieberman & Gwen Watkins

**Department:** Marketing & Communications

**Dates of Internship/Fellowship Term:** January 16–May 18, 2018

## **Project Overview:**

- The intern will contribute to the following projects and activities in the Marketing & Communications department:
  - Press clippings: searching online publications, print magazines, and newspapers for coverage of the MFAH and its entities; downloading, scanning, and organizing these clips for archival purposes
  - Drafting media alerts, press releases, and paid e-blasts
  - Researching media contacts and addressing media inquiries
  - Assembling press kits and providing onsite support for M&C staff during media previews
  - Assisting with film crews and photographers at the Museum
  - Updating external event calendars online
  - Assisting with the planning, implementation, and execution of events coordinated by the marketing department (e.g. MFAH Mixed Media)
  - Assisting with the development of social media promotion and strategy
  - Assisting with the production of marketing materials
  - Assisting with research projects for the department
  - Working on website projects, including website updates

## **Learning Goals and Objectives:**

- Improved PR and promotional writing skills
- Experience with developing media pitches
- Better acquainted with working in an office environment
- Time management skills and taking on several projects at once
- Working both independently and in groups
- Project development skills

## **Skills, Knowledge and Abilities:**

- Able to work both independently & with a team
- Strong organizational, research, time management, and writing/editing skills
- Working knowledge of Microsoft Office (including Word and Excel)
- Pleasant, professional manner when interacting with staff, media, and visitors

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## *Education and Eligibility*

- Undergraduate level: Students currently enrolled in an undergraduate program or who recently completed (within one year) a Bachelor's degree are eligible for this opportunity.
- Graduate level: Students currently enrolled in a graduate program or who recently completed (within one year) a Master's degree or Ph.D. are eligible for this opportunity.

## *Anticipated Schedule:*

- A schedule of at least 15 hours/week is preferred.

## *Unpaid/Academic Credit Internship:*

- **Academic Credit:** Students wishing to earn academic credit do not qualify for a stipend and are responsible for ensuring all necessary paperwork is complete with your college/university. If MFAH personnel (University Programs Specialist and/or Intern/Fellow Supervisor) must complete paperwork (verify time-logs, evaluation, etc.), it is your responsibility to bring the paperwork to the MFAH's attention. Additionally, your college/university may have fewer or greater requirements for academic credit. If fewer requirements, you acknowledge the need to abide by the MFAH's requirements. If greater requirements, you acknowledge the need to inform the MFAH, and you understand the MFAH may or may not guarantee compliance with requirements of other institutions.
- **Unpaid Internship:** By agreeing to an unpaid internship, you acknowledge the internship will not constitute employment and no stipend will be provided.

## *Application Instructions and Deadline:*

Please submit the following materials to [llieberman@mfaah.org](mailto:llieberman@mfaah.org).

- Letter of interest describing your experience and professional goals as relevant to this opportunity (maximum 1000 words)
- Résumé
- Additional materials requested
  - A brief writing sample (e.g. excerpt from an essay or marketing assignment)

When submitting application materials, please include the name of the internship or fellowship, in the subject line of your email.