CHICAGO HISTORY MUSEUM

INTERN POSITION DESCRIPTION

INTERNSHIP TITLE: Marketing and Communications Intern

The Chicago History Museum is seeking a marketing intern to provide support for museum promotion, messaging, and integrated marketing. The intern will work with all members of the communications staff to develop and execute marketing strategy. Interns have the opportunity to be exposed to museum marketing, writing, publicity campaigns, research and the creative process. The intern will be given several projects that will enhance their understanding, build their portfolio, and develop skills and best practices in the field of marketing.

DEPARTMENT Marketing Department

STATUS: Unpaid Intern (non-employee)

<u>ACTIVITY SUMMARY:</u> The intern will learn about museum promotion, messaging, and integrated marketing.

Project examples:

- Researching marketing and public relations opportunities.
- Writing and editing media alerts and other marketing materials.
- Fielding media requests as they present themselves.
- Story pitching to members of the media.
- Community relations/ outreach

Note: this internship position exists for individuals willing to volunteer their services without expectation or contemplation of compensation.

POSITION SPECIFIC ACTIVITIES AND CORRESPONDING EDUCATIONAL GOALS:

• [List the 3 – 5 main activities the intern will perform.]

ACTIVITY	EDUCATIONAL GOAL
Researching projects related to the promotion and publicity of exhibitions and public programs.	The intern will gain an understanding of how large projects are marketed.
Writing and editing media alerts and other marketing materials.	The intern will practice writing skills, and obtain written pieces for their portfolio.
Story pitching to members of the media.	The intern will practice pitching Chicago news media and will obtain pieces for their portfolio.
Fielding media requests as they present themselves.	The intern will experience how an organization fields requests from the media in a fast-paced environment.

Additional Intern Duties

- Building media and mailing lists
- Organizing press clippings and media monitoring
- Other activities as assigned that will further the intern's learning, knowledge, and experience.
- Intern will be given opportunities to attend organizational events such as staff meetings and other meetings such as brown bag lunches to gain a broader understanding of the workplace and its initiatives. In addition, opportunities for networking and informational interviews with staff will be available at the intern's request.

GENERAL GOALS:

The Intern's activities help fulfill the Museum's mission and purpose which is "To help people to make meaningful and personal connections to history" and will serve a civic, charitable, and humanitarian purpose consistent with our non-profit status.

- - This internship will provide training similar to that which would be given in an educational environment and which is primarily for the benefit of the intern;
- - This internship will also provide the intern with close supervision by regular employees qualified in the intern's field of study.
- CHM will cooperate with educational institutions to ensure that the internship is academically oriented for the benefit of students;

CHM VALUES:

Contribute to and promote a positive culture at CHM by demonstrating the following values in their interactions with colleagues, external partners, and all audiences and through the products developed and services delivered:

Discovery: brings a sense of wonder and curiosity to their work, seeking new ideas and opportunities or approaches to advance the work of the museum. Makes connections to their colleagues and their work; with CHM audiences and history; and with the collections and current scholarship.

Creativity: never satisfied with the status quo, always ready to take chances, try new things, and be original through initiating exploration of alternative possibilities, idea generation, and problem solving. Imagines new and innovative processes, services, products, and experiences.

Empathy: strives to get along with everyone, to invest in collaborative work, and to see things from other people's perspectives through anticipating the needs of colleagues and CHM audiences. Recognizes that it is no longer enough to treat people the way that you want to be treated, but must try to treat others as they want to be treated.

Authenticity: is genuine and true in all relationships; delivery of products and services; and the interpretation of history.

Integrity: is honest, ethical, and fair in work ethic, business practices, internal and external relationships, and scholarship. Is a good ambassador for CHM at all times.

Service: contributes to a culture that extends quality customer service to CHM's audiences to ensure they feel welcome, safe, and comfortable, and to colleagues through being courteous, responsive, and supportive of the work of others.

Collaboration: fosters a positive spirit when working with others and on teams through being inclusive; freely sharing ideas, information, and abilities; seeking and respecting the contributions and viewpoints of others, and thoroughly integrating this input in their work.

Purpose: The Chicago History Museum's purpose is to help people make meaningful and personal connections to history.

SUPERVISOR: Communications Manager

WORKING CONTACT: Communications Coordinator

QUALIFICATIONS:

- Qualified applicants must have at least junior standing in college pursuing degrees in marketing, public relations, journalism, or related field.
- Strong writing skills required.
- Strong research skills required.
- Prior museum marketing experience a plus.
- Interest in history a plus.
- Interest in the fashion industry a plus.
- Ability to function independently as well as on a team required.
- Commitment to follow rules and guidelines within the Chicago History Museum Internship Program Handbook.
- Agreement to submit to a background screening and 2 recent references.
- Commitment to the mission, values, and programs of the Chicago History Museum.

TIMEFRAME OR COMMITMENT:

Summer term, 2013; 12 Hours per week, for at least 12 weeks.

APPLICATION DEADLINE

March 1, 2013

HOW TO APPLY

A completed internship application consists of the following:

- a completed internship application form (available online)
- a one-page personal statement describing your reasons for seeking an internship at CHM and what you hope to gain from the experience

- a resume outlining your educational, professional, and volunteer experiences
- contact information for two references

Every effort is made to match the skills and interest of prospective inters with the needs and priorities of the department and the institution overall. The application materials will outline the specific qualifications for individual projects. The Chicago History Museum does not discriminate against any individual because of race, color, religion, sex, or national origin in admission to any program established to provide apprenticeship or other training.

This internship description is not intended to be an express or implied contract between CHM and anyone. CHM reserves the right to change or assign other duties to this intern position as necessary. CHM is an equal opportunity institution.

[1-11-13]