Summer Internship Opportunity

INTERN POSITION DESCRIPTION

INTERNSHIP TITLE: Marketing and Communications Intern
DEPARTMENT: External Relations
STATUS: Unpaid Intern (non-employee)

ACTIVITY SUMMARY: This internship offers the successful candidate the opportunity to participate in a range of activities to support the planning, development, and implementation of various marketing campaigns and event programming. Projects and assignments focus primarily on public relations, marketing and membership outreach, and the promotion of the Museum’s many exhibitions, tours, and public programs. Position entails representing CHM at neighborhood festivals; weekend hours apply.

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:

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<th>ACTIVITY</th>
<th>EDUCATIONAL GOAL</th>
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<td>Manage Media Listings: The intern will manage a system that catalogues the tour and program listings they will submit to local media web calendars (Metromix, Chicago Parent, TimeOut, etc.)</td>
<td>The intern will learn the basics of managing media relationships in an organized and professional manner.</td>
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<td>Copywriting/Art Design: The intern will work with the Marketing and Membership Manager to creatively execute copy and art direction for various advertising and promotional efforts.</td>
<td>The intern will hone their technical writing abilities to succinctly and accurately present Museum offerings in an engaging and compelling way. The intern will have an opportunity to interact with Museum staff in a professional setting.</td>
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<td>Event Staffing: The intern will support the coordination and staffing of general on-site event programming and community outreach efforts, including participation in neighborhood fests and events where the Museum is represented. (Weekends/weeknights may be occasionally required) ***Availability to work at Chicago Hot Dog Fest, August 11–13, is required</td>
<td>The intern will improve organization and problem solving skills, plus have opportunity for leadership roles. Chances for “think-on-your feet” and quick decision making will be plentiful during events. By interacting with the public, the intern will improve customer service and communication skills, as well as learn how to be a team player during busy, high-energy programs.</td>
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The intern’s responsibilities will include event set-up and staging; distribution of marketing materials; engaging participants in meaningful dialogue that promotes Museum programming and encourages attendance.
Public Relations

The intern will use and improve public relations skills by serving as a knowledgeable and professional “face” for the Museum.

He/She will gain an understanding of guest services through the ability to answer questions, provide directions, and trouble-shoot.

ADDITIONAL INTERN ACTIVITIES:
Other Responsibilities may include:

- Lead fulfillment: Assemble mailings to those who have expressed interest in receiving further information about the Museum.
- Identify and secure photograph permissions.
- Distribute and collect audience surveys; input data and organize findings.
- 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.
- Other activities as assigned that will further the intern’s learning, knowledge, and experience.

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:

- Create a team spirit and enhance communication within the department so that staff members will work collaboratively and in a supportive manner across departmental and functional area boundaries.
- The Museum expects all employees to contribute to and promote a positive culture and collegial atmosphere at CHM in three main ways.
  1. Embracing the Museum’s mission to share Chicago’s stories, serving as a hub of scholarship and learning, inspiration and civic engagement.
  2. Modeling the values that the Museum seeks in all of its staff including:
     a. All-In: Taking and sharing responsibility for the Museum, its mission, and our future.
     b. Welcoming: Demonstrating every day that the Museum is for everyone.
     c. Forward-looking: Anticipating needs, spotting opportunities, and solving problems with determination and ingenuity.

SUPERVISORS: Public Communications Manager, Membership Marketing Manager, Marketing Communication Manager

WORKING RELATIONSHIPS:
Membership Marketing Manager, Public Communications Manager, Vice President for External Relations, Education, Visitor Services, Café/Special Events

QUALIFICATIONS:
The candidate should have an interest in making history relevant to diverse audiences through an innovative and integrated marketing approach. The successful candidate is motivated; capable of working in a time-sensitive, deadline-oriented environment; a creative and flexible thinker; willing to work autonomously, but also collaboratively.

Applicant should have completed junior year in college or have recently obtained a bachelor’s degree with an emphasis in marketing and communications.

- Advanced familiarity with the Internet and its various search engines
- Proficiency in Microsoft Office suite
- Understanding of Adobe InDesign
- Ability to lift, carry, or otherwise move and position equipment (including lights, video camera, and microphones) weighing up to 45 pounds
• Excellent writing skills
• Commitment to follow the rules and guidelines contained in the Chicago History Museum Internship Program Handbook.
• Agreement to submit to a background screening and provide 2 recent references.
• Commitment to the mission, values, and programs of the Chicago History Museum
• Availability to work at the Chicago Hot Dog Fest, August 11–13, 2017

**TIMEFRAME OR COMMITMENT:**
CHM expects interns to be onsite between 12 and 35 hours a week. Some activities will occur in the evenings as well as on the weekends.

***Availability to work at Chicago Hot Dog Fest, August 11–13, is required***
CHM interns will be asked to attend enrichment programming which is planned as part of the CHM internship program. Programs will consist of themed panel discussions led by CHM staff and will occur during July. Interns will be notified well in advance of program dates.

Interns will also be asked to assist with at least one 2–3 hour shift for a program that supports the Museum’s summer educational programming. Interns will be notified well in advance of the program dates and will be able to sign up for a shift that best accommodates their availability.

*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.*

**APPLICATION DEADLINE**
**March 24, 2017**

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**HOW TO APPLY**
A completed internship application consists of the following:

• A completed internship application form
• A one-page personal statement describing your reasons for seeking an internship at CHM and what you hope to gain from the experience
• A résumé outlining your educational, professional, and volunteer experiences
• Contact information for two references

*Every effort is made to match the skills and interests of prospective interns with the needs and priorities of the department and the institution overall. The application materials will outline the specific qualifications requirements for individual projects. The Chicago History Museum does not discriminate on the basis of race, color, religion, sex, or national origin.*