Outreach and Engagement Intern

Description
The Outreach and Engagement Intern will assist McClung Museum staff with community outreach, engagement, and marketing projects aimed at driving attendance to the McClung’s exhibitions and programs, as well as increasing museum membership. The Intern is responsible for helping with the coordination of key marketing projects including advertising, outreach and community relations, social media, email marketing, and the execution of other marketing initiatives. This internship requires excellent project management, organizational, written, design, and verbal skills. This is a part-time, unpaid internship set to begin as soon as possible. Some after hours and weekend events are required.

Responsibilities
- Assist with production of e-newsletters for the McClung Museum and the creation of segmented email lists
- Research prospects for media outreach
- Monitor and track media coverage of the museum and its exhibitions and programs
- Update various event calendars
- Create and maintain community outreach lists
- Help distribute marketing materials on and off-campus
- Assist in tabling, and represent the museum and its programs, at museum outreach events on- and off-campus
- Assist with creating and administering exhibition and programming surveys to the museum’s visitors
- Draft social media posts
- Handle special projects as assigned
- Communicate on a regular basis with staff regarding projects and priorities

Qualifications
- Must be a Sophomore status or above
- Ability to work efficiently with minimal supervision
- Working knowledge of Microsoft Office Suite (Word, Outlook, Access, Excel, PowerPoint, etc.)
- Excellent verbal and written communications skills
- Excellent organizational skills with great attention to detail
- Solid understanding and interest in social media marketing
- Able to work 10 hours/week minimum

Benefits
This opportunity will provide valuable professional experience in a non-profit arts and cultural institution and has the potential to extend into the Spring or Summer semesters upon mutual agreement by the intern and supervisor.

To Apply
Please send a resume and cover letter describing your interest to Cat Shteynberg, Assistant Curator, at cshteynb@utk.edu by September 5. Please also include your school, year, major, and availability from September–December. Finalists will be asked to provide references and participate in phone or in-person interview. Internship start date of September 17.