

## **Racine Art Museum Association, Inc. Job Description**

**Position Title:** Marketing Intern

**Department:** Development

**Status:** Unpaid or through University for pay or credit

**Reports To:** Director of Operations and Development, Special Events and Membership Coordinator, Marketing and Publications Manager, and/or Marketing Assistant

**Direct Reports:** None

### **General Summary of Position:**

This position assists the Marketing and Development Department in the promotion of all exhibitions and programs at both museum campuses of the Racine Art Museum Association (RAMA) to enhance its reputation as an exciting and engaging place to visit, as well as a vital cultural resource for the community.

### **Principal Job Functions-Assisting the Marketing and Development Department to:**

1. Maintain and expand media database to build RAMA public relations efforts
2. Facilitate interactive communication with members of the regional and national media including but not limited to media releases, public service announcements, and online event submissions promoting exhibitions and events
3. Assist with scheduling and timely execution of marketing programs
4. Assist in the development and execution of collateral pieces for exhibitions, education programs, and special events
5. Work with Membership and Special Events Coordinator to create, develop and manage content for [www.ramart.org](http://www.ramart.org) while maintaining consistent branding and updates
6. Assist in continuously developing, improving, and maintaining a master content calendar for both external and internal needs.
7. Create weekly (or as needed) email newsletters to specific targeted audiences to drive attention to Association's website or to generate attendance
8. Other duties as assigned—this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee

### **Required Knowledge and Skills:**

- Basic design skills
- Basic photo editing skills
- Data entry skills
- Knowledge of HTML and experience with popular content web management systems
- Strong computer skills with proficiency in Microsoft Office and Macintosh applications
- Strong oral/ written communication skills, organizational abilities, and customer service focus
- Understanding of budget adherence and constraints
- Flexibility in scheduling—some weekend and evening hours are required to staff museum events
- Outgoing personality with strong communication skills and ability to multi-task
- Ability to adapt to frequent changes of tasks and interruptions

### **Education and Experience:**

Post high school studies and interest in English, Journalism, Graphic Design, Marketing, Art or related field.

**Physical Requirements and Working Conditions:**

This position involves long periods of time sitting at a desk using a computer, walking, standing, and some lifting or carrying. It is rated as light work, exerting up to 20 pounds of force regularly in an office environment.

**Work/Study Students:**

Work/study students are welcome to apply.

**Send:** Cover Letter, Resume, List of 3 Professional References with their contact information via email to: Liz Siercks, lsiercks@ramart.org or via mail to: Liz Siercks, Racine Art Museum, PO Box 187, Racine, WI 53403

For more information please contact Liz Siercks or view the RAM internship site:

<http://www.ramart.org/internships-ram>

Updated August 2017