

## Marketing Internship Learning Plan

**Role:** Marketing Intern

**Pay Status:** Unpaid

**Mentor:** Membership/Group Coordinator

**Department:** Marketing

**Classification:** Intern Volunteer

**Time Span:** 3-4 months, 10-12 hrs/week

### Summary:

The Children's Museum of Phoenix is looking for a driven, skilled individual to contribute to our Marketing Department. The Marketing Intern will have the opportunity to learn new skills and contribute to our Marketing Department by directly assisting the Membership/Group Coordinator in coordinating group visits, managing membership constituencies, and developing social marketing strategies. Our intern will also have the chance to participate in department meetings and networking events. This is a fantastic learning opportunity for anyone looking to enter into a role within the marketing field.

### Main Knowledge Objectives *(This is a list of what the intern can expect to learn)*

- Marketing principles & how to target specific audiences
- Navigate Raiser's Edge and Patron's Edge databases
- Manage constituent and organizational records
- Learn how to export data for marketing purposes
- Understand the difference between impressions, engagement, and conversion
- Understand how to optimize resources for content marketing
- Understand how to manage a schedule
- Field trip packet preparation
- Learn how to manage and organize membership archives
- Learn how to develop creative content

### Qualifications/Requirements:

- Excellent verbal and written communication skills
- Capacity to interact positively and spontaneously with visitors in a respectful manner
- Must be able to work in a fast paced environment
- Working knowledge of Microsoft Office
- Basic understanding of social media channels
- A "can do" attitude and desire to learn
- Ability to follow instructions and work independently
- Excellent organization skills and attention to details
- Administrative experience is a plus
- Fluency in Spanish is a plus

### Education Requirements:

- College/University student working towards a Marketing or Communications degree, Non-profit Studies, or Event Planning.

### Physical Requirements:

- Must be able to sit for extended periods of time in front of a computer and must have good communication skills (i.e., communicate clearly and effectively in both written and spoken English).
- Must also be able to stand for extended periods of time which could include climbing up to 3 flights of stairs.
- Must be able to see well and able to read fine print. Must be able to lift boxes weighing up to 10 pounds.

To apply, please go to <http://childrensmuseumofphoenix.org/>, click on the "About Us" and then the "Job Opportunities" pages. Download the internship application and send with cover letter & resume (if applicable) to the following:

Marisa Camarillo  
Volunteer and Community Relations Coordinator  
E: [mcamarillo@childmusephx.org](mailto:mcamarillo@childmusephx.org)  
P: 602-648-2754  
F: 602-307-9833