

Marketing Internship Learning Plan

Role: Marketing Intern
Pay Status: Unpaid
Mentor: Marketing Manager

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 in a non-profit setting 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 with the intent of gaining a better understanding of the marketing field in a non-profit setting.

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
- Coordinates event marketing & promotion for the Museum across various social media platforms
- Collaborates with internal departments on projects and assignments, curating content on all social media channels
- Connects with influencers on social media accounts
- 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:

- Demonstrates interest in social media and how media and communication strategies can continuously engage the online community
- Excellent verbal and written communication skills
- Capacity to interact positively and spontaneously with visitors in a respectful manner
- Performs well in a fast paced environment that values creativity, flexibility, enthusiasm, and adaptability
- Working knowledge of Microsoft Office
- Basic understanding of social media channels
- 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
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