Public Relations and Marketing Internship
The Museum of the Arts and Design is seeking an undergraduate/graduate student interested in working in a busy Public Relations and Marketing office. The intern will report to the Director of Public Affairs and the Public Affairs Manager, and will work closely with a range of departments throughout the Museum.

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This is an opportunity to be an integral member of a non-profit Marketing/PR department, and gain experience in a variety of areas including public relations, digital and print marketing, advertising and social media.

Responsibilities
• Promptly answer press requests regarding releases and images and field other inquiries to appropriate public affairs staff members.
• Manage weekly outreach to listings editors to ensure Museum's exhibitions and programs inclusion. Update all relevant event calendars.
• Promote MAD's exhibition, educational and outreach programs via Social Media. Propose content. Photograph behind-the-scene museum moments.
• Monitor, format and circulate all media clips. Maintain and organize press clip database. Help with logistical organization of press previews and other media events.
• Escort press on photo and film shoots approved by the Museum.
• Assist at Special Events (escort press and/or event photographer, distribute press materials, greet and check in).
• Maintain media contact database (Consolidate and update contact lists; Research specific media contacts and outlets for upcoming exhibitions and programs.)
• Help prepare Museum monthly e-newsletter (draft copy, schedule e-blast with relevant updated content, update recipient database) and work on other Museum collaterals as needed (draft short articles for members' biannual newsletter, copy edit visitor materials etc.)
• Update and maintain press website www.madmuseum.org/about/press (upload and format press releases; update image archive).

**Qualifications**
• Must receive school credit for internship.
• Excellent oral and written communication skills; Attention to detail and strong editing and grammar skills essential.
• Strong organizational skills and prior office work experience.
• A good understanding of Public Relations and interest in the Arts & Design field.
• Proficiency in Microsoft Office Suite: Microsoft Outlook, Word, Excel are required. Robust Excel skills in particular are a definite plus.
• Fluency with Social Media (Twitter, Facebook, Tumblr, Hootsuite) required.
• InDesign, Photoshop and html skills preferred.

Please email your **resume and cover letter** to Claire Laporte: press@madmuseum.org

The cover letter should detail your skill set and work experience as they might relate to Communications/PR in a non-profit, museum or art & design setting. Applications without cover letters will not be considered.

*Intern* must be able to commit a minimum of 3 *days* per *week.*