



MARKETING + COMMUNICATIONS INTERNSHIP

DEPARTMENT: Marketing & Communications

AREA: Marketing + Communications

INTERNSHIP TYPE: Unpaid/Administrative/Project Based

LEVEL: Undergraduate, Graduate/Recent Graduate

AVAILABILITY DESIRED: PT (14-21hrs/wk)

Open since October 2015, the Sugar Hill Children's Museum of Art & Storytelling (SHCMAS) is the cultural capstone of BHC's Sugar Hill development at the intersection of the African-American community of Harlem and the Latino community of Washington Heights. SHCMAS provides children with opportunities to discover engage with and appreciate important works of art as they strengthen their own cognitive and creative development. Museum programs developed for 3-8 year olds and their families feature exhibitions ranging from single-artist presentations to thematic surveys and newly commissioned artist projects; intensive hands-on art education programs; storytelling series; and other family programs.

Under the supervision of the Marketing and Communications Coordinator, the Intern will be instrumental in expanding the reach of the Museum, solidifying its daily operations, and maximizing Sugar Hill Children's Museum of Art and Storytelling's (SHCMAS) exposure. The internship provides a great opportunity to gain experience in the arts and marketing & communication world.

Tasks will include: 1) Collateral: support in creative process of marketing materials, printing, and distribution strategy; 2) Media Relations: help manage relationships with journalists and actively pursue positive stories about SHCMAS through pro-active outreach, and respond to journalist request/queries; 3) Content Development: assist with editing assignments, i.e. press releases, media advisories, pitch e-mails, review website content etc.; 4) Social Media: support in the management, strategy development, and on-going posting of social media content on behalf of SHCMAS on Facebook, Instagram, and Twitter; and 5) General support: serve as support on all general discussion and items that require Marketing attention, as well as offer new ideas and actively participate in brainstorming.

Desired qualities/skills: Dynamic, self-motivated, outgoing, highly organized individual with solid research skills, including exceptional writing ability and capacity for working with diverse populations. Ease with technology is a must, including proficiency in Microsoft Office, and social media applications. Knowledge and/or interest in the arts and cultural community (Sugar Hill) are a plus. Experience with design software such as the Adobe Photo Shop is a plus. Spoken and written proficiency in Spanish and knowledge of Latino arts and cultural community are a plus.

HOW TO APPLY

Please send resume via email to interns@sugarhillmuseum.org with 'Marketing and Communications Intern' in the subject line. No phone calls, please. This is an unpaid internship.

SHCMAS is committed to providing equal employment opportunity without regard to race, ethnicity, religion, gender identity, national origin, age, citizenship status, marital status, sexual orientation, veteran status, height, weight, or disability.