



## National World War I Museum and Memorial Intern Program Area: Marketing & Communications

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**Intern Position:** Marketing & Communications Intern

**Reports To:** Director of Marketing, Communications & Guest Services

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**Program Summary:** The Marketing & Communications Intern assists the Director of Marketing, Communications and Guest Services and the Graphic Designer and Social Media Manager in producing a diverse variety of marketing and communications-related content for the Museum, including exhibition and program materials, signage, branding items, press releases, website copy and other collateral. The Marketing & Communications intern will assist in developing ideas and opportunities to contribute to the long-term success of the organization.

The intern is expected to embrace the National World War I Museum and Memorial's stated mission and core values and demonstrate support for them through professional interactions and performance of their intern duties.

Schedule: Flexible based on availability.

**Areas of Concentration:**

- Assist with Museum communication efforts (i.e. public relations, advertising, promotions, publications, digital/social media, direct mail, (e) newsletters, and photography).
- Assist in maintaining Museum's brand.
- Assist with development and production of branded promotional and collateral materials.
- Assist in generating media coverage highlighting the Museum's events, news and initiatives through effective media relations.
- Assist in developing and maintaining solid media relations efforts and updating media contact lists.
- Perform other duties as assigned.

**Preferred Experience/Aptitudes:**

- On track to secure bachelors and/or master's degree in journalism, marketing, public relations or related field.
- Direct experience in marketing, communications or public relations or knowledge of principals in these disciplines.
- Strong creative, strategic, analytical, organizational and personal skills.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.
- Excellent computer skills.
- Able to work under pressure and to deadlines.
- Good attention to detail and accuracy.