



**Position Title:** Digital Marketing Intern

**Location:** Explore More Discovery Museum, Harrisonburg, VA

**Our Mission:**

To engage young minds through interactive, multi-sensory learning experiences that promote a greater understanding of themselves and their world.

**Position Overview:**

We are seeking a self-motivated and innovative Digital Marketing Intern to join our team for the summer of 2024. This internship offers the opportunity to gain valuable experience in digital marketing while contributing to the Museum's mission. The ideal candidate is passionate about leveraging digital platforms to engage audiences and drive awareness.

**Key Responsibilities:**

- Develop and execute digital marketing campaigns to promote museum events, exhibits, and programs.
- Create compelling content for social media platforms, including Facebook and Instagram.
- Pitch new ideas for content that highlight the Museum's work and unique experience in innovative ways across digital mediums (phone, audio, video).
- Manage social media accounts, including scheduling posts, responding to comments, and engaging with followers.
- Conduct market research and analyze data to identify trends, opportunities, and audience preferences.
- Monitor campaign performance metrics and provide recommendations for optimization.
- Collaborate with museum staff and board to generate ideas for content, promotions, and partnerships.
- Stay informed about digital marketing trends and best practices, sharing insights with the team.

**Qualifications:**

- Currently enrolled in a Bachelor's or Master's program, preferably in Marketing, Communications, Media Arts, or a related field.
- Strong written and verbal communication skills.
- Ability to create graphics for posts using Canva or Adobe Creative Suite
- Proficiency in social media platforms and digital marketing tools.
- Creative thinking and the ability to generate engaging content.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Self-starter with the ability to work independently and take initiative.
- Passion for education, children's programming, or museum-related initiatives is a plus.

**Job Type:** Paid Internship, Credit may be arranged with academic institution

**Internship Length:** 10 -12 week experience, summer (June – August, includes May training period prior to start of internship)

**Hours Available:** Hours vary, will work with student schedules

**Minimum commitment:** 15 - 20 hours week

**Interested in joining our team? Please email cover letter and resume to:**

Lisa Shull, Executive Director | [lisa@iexploremore.com](mailto:lisa@iexploremore.com)