



# Washington Heritage Museums

## Marketing & Social Media Intern

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### Position Summary

Washington Heritage Museums is seeking a qualified intern to assist in our marketing and social media efforts.

The intern should be prepared to work in a small nonprofit environment, and will finish the internship having gained broad experience in various aspects of small nonprofit marketing and social media promotion.

### Responsibilities:

- Assist in the creation of signage, circulars, and various print items.
- Assist in the distribution and delivery of marketing materials.
- Assist with the execution of on site marketing.
- Assist with the preparation of training materials.
- Perform analysis of marketing data.
- Open and sort mail.
- Provide support to social media efforts including but not limited to: Facebook, Instagram, YouTube, Pinterest, and Twitter.
- Keyword analysis.
- Participate in mass mailings.
- Assist in maintenance of member & donation database.

### Requirements:

Washington Heritage Museums is looking for an undergraduate student in the Fredericksburg area who is majoring in Marketing, Communications or a related field. This person should have excellent verbal and written communications skills, and extensive knowledge of social media. PowerPoint, Word and Excel experience is desirable. Use of design platforms such as Canva are helpful.

### Majors:

Marketing, Communications, Language, Business, Historic Preservation

### Transportation:

All locations are within walking distance of the University of Mary Washington. A vehicle is not required for this position.

### Compensation:

This position is uncompensated. Washington Heritage Museums will work with educational institutions to coordinate academic credit.