

Event Marketing Internship

Hours: 6-10 hours a week

Dates: October 1st - December 13th, 2019

Reports to: Ashley Holmes, Marketing & Brand Coordinator

What makes this opportunity awesome:

You will design and implement marketing campaigns, welcoming thousands of visitors to the MAH's weekly events. You will have the space to think creatively and try out new ways to reach audiences in Santa Cruz County.

Overview:

In this internship, you'll design and implement igniting, creative, and engaging marketing for the museum. This internship is focused on promoting the MAH's weekly events like Friday Make Nights, Sunday Play Days, and Live Music, plus festivals like GLOW, First Friday, and Toy Trains. Interns will collaborate with the Marketing & Brand Coordinator to test new ideas, maintain existing marketing channels like Facebook and printed materials, and actively welcome in new audiences to the MAH. Interns will gain experience in digital marketing, guerilla marketing, community engagement, photography, social media analytics, copywriting, graphic design, campaign design, and branding.

What you'll be doing:

- Brainstorming & creating unique marketing initiatives.
- Sharing MAH events to public calendars, local press, & Facebook.
- Contributing to the planning and management of social media content.
- Reporting on the performance of marketing initiatives.
- Attending key events and providing photographs/videos/social media content.
- Supporting the Brand & Marketing team in administrative tasks.
- Designing printed & digital marketing materials.
- Proofreading all marketing collateral for accuracy and branding.
- Joining other special projects as needed.

You're a great fit for this position if you are:

- Eager to learn about digital and event marketing
- Super creative and love thinking outside the box
- A team player. You enjoy working with a fun, quirky team.
- A strong communicator (written & verbal)
- Passionate about all things digital (you love uncovering new trends and emerging platforms)
- A doer. You enjoy completing projects and getting into the weeds to make sure everything is perfect.
- Always seeking feedback and ways to improve
- Bilingual (English & Spanish) ...not mandatory, but it's a plus

Ready to Apply?

Send your resume and a letter of interest to Ashley@santacruzmah.org by September 28th, 2019.