



Marketing Internship Job Description

Hours: Flexible, 6-10 hours a week

Rate: Unpaid, but open to discussing school credit programs.

Location: 90% remote. 10% onsite in Abbott Square for photoshoots.

Reports to: Ashley Holmes, Marketing & PR Manager

What makes this opportunity awesome: You will design and implement digital marketing campaigns to expand the reach and awareness of the Santa Cruz Museum of Art & History's public plaza and market, Abbott Square. You will have the freedom to think creatively, lead campaigns, and implement new ways to reach audiences in Santa Cruz County.

Overview: Are you eager to learn more about the ways social media can grow an audience, impact event attendance, spark strong branding, and inspire connection? In this internship, you'll collaborate with the Marketing & PR Manager to test new ideas, develop campaigns, draft captions, coordinate photoshoots, and actively welcome new audiences to the MAH's public plaza Abbott Square. Bursting with eight restaurants, two bars, and vibrant public art this outdoor plaza in the heart of downtown Santa Cruz will be yours to promote. In this role you will gain experience in social media marketing, public relations, community engagement, social media analytics, copywriting, graphic design, campaign design, and branding. There will also be opportunities to take on additional projects relating directly to the museum.

What you'll be doing:

- Maintaining a high standard of copywriting and storytelling.
- Creating relevant and compelling content for Abbott Square's Instagram and Facebook.
- Brainstorming & creating unique marketing initiatives that promote attendance, increase brand recognition, and grow the account following.
- Contributing to the planning and management of social media content.
- Updating and ensuring all information online is accurate and easily discoverable.

- Reporting and tracking the performance of your digital campaigns to better understand the audience.
- Sharing important updates related to Abbott Square with local press contacts.
- Supporting the Marketing team in some administrative tasks.

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

- Eager to learn about social media marketing. You love uncovering new trends and emerging platforms.
- Super creative and love thinking outside the box.
- A strong communicator, both written & verbal.
- 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

If you'd like to apply, please send a resume and cover letter to the Marketing & PR Manager, Ashley Holmes at ashley@santacruzmah.org. **As well as two captions for the following images that would be cross posted to Instagram and Facebook, and one Instagram story design that shares Abbott Square's new hours: Tuesday-Sunday, 8am-9pm.**



^^^ Image 1: Fruity cocktail from Front & Cooper.



Image 2: Blue Bunny Tacos new breakfast menu items, egg & potato taco with fried plantains >>