

CHICAGO HISTORY MUSEUM

INTERN POSITION DESCRIPTION

INTERNSHIP TITLE: Marketing Communications Intern

DEPARTMENT: Marketing

STATUS: Unpaid Intern (non-employee)

ACTIVITY SUMMARY: This internship offers the successful candidate the opportunity to participate in a range of activities to support the planning, development, and implementation of various marketing campaigns and event programming. Projects and assignments focus primarily on marketing outreach and promotion of the museum's many exhibitions, tours and public programs.

Note: this internship position exists for individuals willing to volunteer their services without expectation or contemplation of compensation.

POSITION SPECIFIC ACTIVITIES AND CORRESPONDING EDUCATIONAL GOALS:

ACTIVITY	EDUCATIONAL GOAL
Copywriting/Art Design	<p>The intern will work with the Communications Manager to creatively execute copy and art direction for various advertising and promotional efforts.</p> <p>He/She will hone their technical writing abilities to succinctly and accurately present Museum offerings in an engaging and compelling way.</p>
Project Management	<p>The intern will work with the Communications Manager and Communications Coordinator to develop, design and coordinate the Museum's marketing collateral and media buys.</p> <p>The intern will develop project management skills through defining schedules and coordinating outside vendors for timely receipt, delivery and execution.</p>
Event Staffing	<p>The intern will support the coordination and staffing of general on-site event programming and community outreach efforts, including participation in local fests and events where CHM is represented. (Weekends/weeknights may be occasionally required)</p> <p>Responsibilities will include event set-up and staging; distribution of marketing materials; engaging participants in meaningful dialogue that promotes Museum programming and encourages attendance.</p> <p>The intern will use and improve public relations</p>

	<p>skills by serving as a knowledgeable and professional “face” to the Museum. He/She will gain an understanding of guest services through the ability to answer questions, provide directions, and trouble-shoot.</p>
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ADDITIONAL INTERN ACTIVITIES:

Other Responsibilities may include:

- Lead fulfillment: Assemble mailings to those who’ve expressed interest in receiving further information about the museum.
- Identify and secure photo permissions.
- Manage Museum tour and program listings on local media web calendars (Metromix, Chicago Parent, TimeOut, etc.)
- Distribute and collect audience surveys; input data and organize findings.
- Intern will be given opportunities to attend organizational events such as staff meetings and other meetings such as brown bag lunches to gain a broader understanding of the workplace and its initiatives. In addition, opportunities for networking and informational interviews with staff will be available at the intern’s request.
- Other activities as assigned that will further the intern’s learning, knowledge, and experience.

GENERAL GOALS:

The Intern’s activities help fulfill the Museum’s mission and purpose which is “To help people to make meaningful and personal connections to history” and will serve a civic, charitable, and humanitarian purpose consistent with our non-profit status.

-This internship will provide training similar to that which would be given in an educational environment and which is primarily for the benefit of the intern;

- This internship will also provide the intern with close supervision by regular employees qualified in the intern’s field of study.

- CHM will cooperate with educational institutions to ensure that the internship is academically oriented for the benefit of students;

CHM VALUES:

Contribute to and promote a positive culture at CHM by demonstrating the following values in their interactions with colleagues, external partners, and all audiences and through the products developed and services delivered:

Discovery: brings a sense of wonder and curiosity to their work, seeking new ideas and opportunities or approaches to advance the work of the museum. Makes connections to their colleagues and their work; with CHM audiences and history; and with the collections and current scholarship.

Creativity: never satisfied with the status quo, always ready to take chances, try new things, and be original through initiating exploration of alternative possibilities, idea generation, and problem solving. Imagines new and innovative processes, services, products, and experiences.

Empathy: strives to get along with everyone, to invest in collaborative work, and to see things from other people's perspectives through anticipating the needs of colleagues and CHM audiences. Recognizes that it is no longer enough to treat people the way that you want to be treated, but must try to treat others as they want to be treated.

Authenticity: is genuine and true in all relationships; delivery of products and services; and the interpretation of history.

Integrity: is honest, ethical, and fair in work ethic, business practices, internal and external relationships, and scholarship. Is a good ambassador for CHM at all times.

Service: contributes to a culture that extends quality customer service to CHM's audiences to ensure they feel welcome, safe, and comfortable, and to colleagues through being courteous, responsive, and supportive of the work of others.

Collaboration: fosters a positive spirit when working with others and on teams through being inclusive; freely sharing ideas, information, and abilities; seeking and respecting the contributions and viewpoints of others, and thoroughly integrating this input in their work.

Purpose: The Chicago History Museum's purpose is to help people make meaningful and personal connections to history.

SUPERVISOR: Beth Murin

WORKING RELATIONSHIPS:

Beth Murin, David Deyhle, Frances Hathcock

QUALIFICATIONS:

The candidate should have an interest in making history relevant to diverse audiences through an innovative and integrated marketing approach. The successful candidate is motivated; capable of working in a time-sensitive, deadline-oriented environment; a creative and flexible thinker; willing to work autonomously, but also collaboratively.

Applicant should have completed junior year in college or have recently obtained a bachelors degree, with an emphasis in marketing and communications.

- Advanced proficiency in Microsoft Office Suite
- Understanding of Adobe InDesign
- Ability to lift, carry, or otherwise move and position equipment (including lights, video camera, and microphones) weighing up to 45 pounds
- Excellent written skills

- Commitment to follow the rules and guidelines contained in the Chicago History Museum Internship Program Handbook.
- Agreement to submit to a background screening and provide 2 recent references.
- Commitment to the mission, values, and programs of the Chicago History Museum

TIMEFRAME OR COMMITMENT:

CHM expects interns to be onsite between 12 and 35 hours a week. Some activities will occur in the evenings as well as on the weekends.

This internship description is not intended to be an express or implied contract between CHM and anyone. CHM reserves the right to change or assign other duties to this intern position as necessary. CHM is an equal opportunity institution.

HOW TO APPLY

A completed internship application consists of the following:

- a completed internship application form (available online)
- a one-page personal statement describing your reasons for seeking an internship at CHM and what you hope to gain from the experience
- a resume outlining your educational, professional, and volunteer experiences
- contact information for two references

Every effort is made to match the skills and interests of prospective interns with the needs and priorities of the department and the institution overall. The application materials will outline the specific qualifications requirements for individual projects. The Chicago History Museum does not discriminate on the basis of race, color, religion, sex, or national origin.