



Racine Art Museum Association, Inc. Job Description

Position Title: Marketing Intern

Department: Development

Status: Hourly; minimum wage

Reports to: Marketing and Communications Specialist, and/or Digital Marketing and Special Events Coordinator

General Summary of Position:

This position assists the Marketing and Development Department in the promotion of all exhibitions and programs at both museum campuses—RAM and RAM's Wustum Museum—to enhance its reputation as an exciting and engaging place to visit, as well as a vital cultural resource for the community.

Principal Job Functions—Assisting the Marketing and Development Department to:

1. Maintain and expand media databases to build RAMA public relations efforts.
2. Facilitate interactive communication with members of the regional and national media including, but not limited to, media releases, public service announcements, and online event submissions promoting exhibitions and events.
3. Assist with scheduling and timely execution of marketing programs.
4. Assist in the development and execution of collateral pieces for exhibitions, education programs, and special events.
5. Work with Marketing and Communications Specialist to create, develop, and manage content for www.ramart.org while maintaining consistent branding.
6. Assist in continuously developing, improving, and maintaining a master content calendar for both external and internal needs.
7. Create weekly—or as needed—email newsletters to specific targeted audiences to drive attention to RAM's website or to generate attendance.
8. Other duties as assigned—this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee.

Required Knowledge and Skills:

- Basic design skills
- Basic photo editing skills
- Data entry skills
- Knowledge of HTML and experience with popular content web management systems

- Strong computer skills with proficiency in Microsoft Office
- Strong oral/written communication skills and organizational abilities
- Flexibility in scheduling—some weekend and evening hours are required to staff museum events
- Ability to multi-task

Education and Experience:

Post high-school studies and interest in English, Journalism, Graphic Design, Marketing, Art, or related field.

Physical Requirements and Working Conditions:

This position involves long periods of time sitting at a desk using a computer, walking, standing, and some lifting or carrying. It is rated as light work, exerting up to 20 pounds of force regularly in an office environment.

Work/Study Students:

Work/study students are welcome to apply.

Send:

- Cover letter addressed to Katelyn Mitchell
- Resume
- List of three professional references with their contact information

Via email to RAM Curatorial Assistant Katelyn Mitchell at kmitchell@ramart.org

For more information, please contact Katelyn Mitchell or visit the RAM website at www.ramart.org/get-involved/internships.