BRUCE MUSEUM

Museum Administration – Marketing & Communications
Position Description

Goal of internship:

The internship will provide the student with an introduction to standard museum practice and provide hands-on experience in marketing and communications. By the end of the term, the intern will be fully familiar with marketing and communications functions within the museum setting. This will include: marketing campaigns; print and digital advertising; press and publicity; press events; website updates; archival maintenance; the bimonthly print newsletter; the weekly e-newsletter.

Objectives:

The intern will gather data and information related to museum events and functions; assist with placement of media schedules, production of advertising materials, distribution of press releases and related materials, website updates, production of print newsletter, production of e-newsletter; assist with coordination of and staff press events; compile and update press lists; assist with compilation and maintenance of office documents and digital files.

The intern will gain hands-on experience in advertising, public relations and event marketing as they relate to museum activities and will be immersed in the daily operations of an active marketing department.

Evaluation:

The intern will be evaluated on the basis of his or her performance of the above tasks and the degree of independent thinking with which (s)he approaches the assigned tasks.

At the end of the internship period, a Museum Intern Evaluation form will be completed by the staff supervisor(s).

It is strongly recommended that the student keep a journal of their experiences at the museum. While this is no longer a requirement of the museum, it is an excellent way for the college to be informed of the nature of the student's activities, and an opportunity for the student to reflect on the term's experiences.

Finally, an exit interview will be scheduled with the Museum staff to evaluate (from the student's perspective) the internship experience.