



Title:	Marketing and Events Intern
Reports to:	Manager of Education and Digital Marketing
Working Hours:	The intern and supervisor will plan a schedule upon acceptance of the position. The preferred hours will occur Monday through Friday between 9am and 5pm; weekend hours dependent on programs and events.

Brief Description

This internship offers students hands-on experience in museum marketing, social media, and event planning at the Studebaker National Museum in South Bend, Indiana. Interns will help create engaging social media content, assist with exciting museum events and summer programs, and work alongside museum professionals to learn about careers in museums and nonprofit organizations at large.

Responsibilities

Projects will be determined through assessment of an intern's interests as well as the needs of the Museum. Tasks will focus primarily on the development of evergreen social media content and event implementation.

- Assist with the development and implementation of Museum events including Speakers Series, Cars and Coffee, and the Concours d'Elegance at Copshaholm
- Create evergreen social media posts tied to Studebaker history and the Museum's collection.
- Assist with the Museum's marketing efforts focused on summer event and programmatic offerings.
- Contribute to educational summer programming based on departmental needs and the intern's skills and interests.
- Maintain accurate records of events feedback, contributing to departmental reporting and future planning.
- Other duties as assigned.

Description of internship opportunity and learning development

During the internship the student will spend significant time with the Museum's professional staff who have ties through both the automotive museum world and beyond. The staff are always happy to share and use their connections on behalf of the interns. Visits to other area Museum will be arranged to ensure that the intern is exposed to the wide array of Museum jobs available.

By the end of the internship, students will have gained practical experience related to marketing a museum, managing event logistics and a broad background in museum/non-profit management.

Qualifications

- Currently enrolled in or recently graduated from a college or graduate-level program, with a focus on marketing, museum studies, history, and/or a related field.
- Experience developing marketing content for digital platforms including websites, newsletters, social media, etc.
- Ability to research Museum artifacts and translate curatorial information into engaging, accessible copy for digital marketing.
- Demonstrate an ability to work independently, following through on tasks to completion.
- Successfully pass a criminal background check

Preferred Qualifications

- Experience implementing events for a wide range of ages and backgrounds.
- Familiarity with Microsoft Office, WordPress, Robly, and social management platforms.
- Photography and videography experience.

Organization Overview

The Studebaker National Museum was established to be the center for education, preservation, and interpretation of design and innovation. This is accomplished through programming, active collecting, and the display of vehicles, archives, and artifacts that showcase the local and global influence of Studebaker and related industrial innovators. In pursuit of this vision, the Museum is one of only three automotive museums to earn accreditation from the American Alliance of Museums.

An important part of successfully fulfilling the mission of the Museum is to provide foundational experiences for the next generation of Museum professionals.