



UNIVERSITY OF MINNESOTA

Driven to DiscoverSM

Communications Intern

15 - 20 hours per week

Reports to: Marketing and Communications Director

This position is available for Work Study funds, but not required

Organization Summary: Since its origin in 1934, the Weisman Art Museum (WAM) has been a teaching museum for the University of Minnesota. Today, education remains central to the museum's mission to make the arts accessible – intellectually, emotionally, and physically – to the University and public communities.

Job Description: Candidates will work in a fast-paced and forward-thinking environment, with true hands-on opportunities. An important part of this job is that the candidate must have demonstrated social media experience. This means that the person is actively participating in a wide variety of social media activities such as blogging, commenting, and contributing content, and is well connected with the broader social media world. Candidate must be able to think strategically, but be willing and also able to help implement the strategy. This work assists in developing our on-line presence, supports PR initiatives, and increases the visibility of the Weisman Art Museum.

Responsibilities – the key responsibilities for this position include:

- Maintain WAM's press clippings file
- Create and track social media presence through website and social media outlets
- Archive public relations documents and collateral
- Create an image library for media requests and print collateral
- Conduct research on new project ideas
- Assist in coordinating special events
- Create procedural documents for projects
- Update web-based calendars with current events
- Implement and manage social media programs
- Experiment with new and alternative ways to leverage social media activities with the University audience and public community
- Monitor trends in social media tools and make recommendations for WAM
- Strategize with museum staff on incorporating relevant social media techniques
- Track the impact of social media on the overall marketing efforts and report monthly
- Update WAM's website
- Provide event support when needed
- Other work as assigned

Experience: The position is open to college juniors and seniors majoring in appropriate fields. This position qualifies for Work Study and the applicant needs to have been awarded funds from the University.

How to Apply: To apply, please send a cover letter, resume and writing samples to Marketing and Communications Director, Erin Lauderman at wampr@umn.edu. Please use the subject line "Communications Intern Applicant." Please specify term for which you are applying.