

Historic Stranahan House Museum
2012 Marketing and Membership Liaison Intern

Objective: To help promote the Historic Stranahan House Museum to residents and visitors; maintain the membership program; and learn the skills related to marketing, advertising, relationship building, and nonprofit management.

Hours: 12-15 hours per week. Typically 3 days per week. Schedule is flexible and negotiable.

Compensation: Internship position is not compensated. Any paperwork needed for program credit will be completed and intern will be able to incorporate completed projects into their personal portfolio. As marketing liaison, intern will have VIP access to all Museum programs and events as well as many local events. The intern will have the opportunity to interact with key leaders, members of the Fort Lauderdale business community, and elected officials.

Supervisor: Executive Director

Program Eligibility:

- Students interested in the field of marketing, communications, nonprofit management, and/or museum studies
- Cumulative GPA of 2.0 or above
- Proficient in Microsoft Office including Word, Excel, and Powerpoint
- Graphic design skills are beneficial but not necessary

Application Process:

- One-page letter regarding the student's desire to participate in this internship and the skills they hope to acquire and/or refine during the process
- Two letters of recommendation
- Submission of requirements for internship completion
- Interview with Executive Director

Responsibilities:

- Help to develop and implement a marketing and media plan for Museum
- Develop press releases and maintain contact with media liaisons to secure press opportunities for the Museum
- Create marketing materials, special event flyers, email blasts, and other collateral for upcoming Museum activities and special events
- Create and distribute monthly member newsletter
- Maintain social networking sites, update website, and identify new emerging digital opportunities
- Maintain member database and send out monthly member correspondence
- Serve as public face that represents the Historic Stranahan House Museum at meetings, community programs, media opportunities, and special events
- Assist with providing tours of the Museum to guests and working in the gift shop
- Assist with general office work including greeting guests, selling tour tickets, and answering phones
- Assist with additional special events and programs as needed

Selected intern will gain the following skills in the process:

- Increased knowledge of how to plan and execute a marketing strategy for a cultural organization, nonprofit agency, cultural tourism attraction, and a museum

- Ability to create and distribute compelling marketing pieces including press releases, brochures, invitations, flyers, etc.
- Opportunity to interact with key leaders and members of the Fort Lauderdale business community
- Experience with relationship building, donor management, and membership recruitment
- Understanding of the strategic planning process
- Ability to create and maintain budgets
- Opportunity to create and execute programs and campaigns, forecast the success of activities and report on the accuracy of such activities

Interested applicants should send requested one page letter and recommendation letters to director@stranahanhouse.org. Resumes, portfolio samples, or other marketing projects are also accepted. No phone calls, please.