



zeum

POSITION ANNOUNCEMENT

Position Title: Marketing Intern
Reports To: Associate Director of Marketing
Status: Part-Time/Volunteer/Unpaid Intern
Commitment: Minimum of 8 hours per week, minimum of 3 months
Date Posted: May 14, 2010
Start Date: ASAP
Compensation: Unpaid/college credit when applicable.

Organizational Description:

Zeum: San Francisco’s Children’s Museum is a hands-on, multimedia arts and technology experience for kids. We envision a world where the 3Cs of 21st-century literacy - Creativity, Collaboration and Communication - inspire new ideas and innovative solutions. We believe that the success of the next generation will hinge not only on what they know, but also on their ability to think and act creatively as global citizens. Our mission is to nurture these 3Cs in all youth and families.

Position Description:

Marketing Interns assist with public relations, grassroots marketing, market research, community outreach, online promotion, and macro-marketing efforts intended to increase awareness and attendance at Zeum. All projects are managed with a concise understanding of Zeum’s brand and Zeum’s responsibilities to our community and corporate partners. Our strategic marketing goals include increasing general admissions, increasing carousel ridership, doubling the number of unique visits to Zeum’s website, building community partnerships, and diversifying Zeum’s visitor demographics.

Responsibilities:

Research & Marketing Administration

- Conduct research through focus groups, surveys, and competitive analysis
- Assist with database development for visitors, community partnerships, and media

Design and Copy Editing

- Assist with the management and design of small collateral projects, including postcards, posters, brochures, and advertisements
- Assist with updating a monthly email newsletter and website
- Preserve brand integrity on all print and online communication and materials

Online Marketing

- Leverage social media platforms (i.e., Twitter, Facebook, Flickr, etc.) to build brand awareness and engage our target audience
- Identify online advertising/marketing partnership opportunities
- Identify blogs and other online resources relevant to Zeum’s target audience of kids, ages 3 to 12, and their families
- Analyze, produce, and share analytic reports on web and social media traffic

Public Relations

- Monitor blogs and news for press coverage

- Compile and update media list
- Identify newsworthy activities and events and assist with media relations

Events

- Attend fairs, focus groups, receptions, and other outreach programs

Minimum Qualifications:

- Current enrollment in a bachelor's or graduate program in marketing, public relations, arts management, or related field required
- Experience with market research and/or public relations desirable
- Must love working, playing and creating with children, youth and families
- Must be a strong communicator, personable, and able to speak well in public
- Strong writing skills in English
- Strong computer skills on both Macs and PCs, with working knowledge of Microsoft Office, and the ability to research and communicate using online tools
- Must be team-oriented and able to work well with people of all backgrounds

***Bonus Qualifications:**

- Experience with SEO (Search Engine Optimization)
- Experience with writing or contributing to blogs
- Graphic design skills (Adobe Photoshop, Illustrator, InDesign)

Application Process - PLEASE READ CLOSELY:

Send cover letter, resume, and writing sample by email to [marketing\(at\)zeum\(dot\)org](mailto:marketing@zeum.org) with a subject line beginning with this exact phrase: **MARKETING INTERN** and include your NAME in your email header. Please tailor your cover letter to the position qualifications and paste it into the body of your email. You may attach your resume and writing sample to your email in either .pdf or .doc format.

Email submissions that do not follow these instructions may not be reviewed. **NO PHONE CALLS PLEASE.**