Marketing Intern

**Summary:** The Mississippi Children’s Museum (MCM) seeks enthusiastic and motivated college students to work in our marketing department and perform job responsibilities related to digital media, content creation, ROI reporting, graphic design, photography, videography, and planning and execution for marketing campaigns and promotions.

**Principal Accountabilities:**
- Assist with creating social media content including photography, videography, copywriting, scheduling, and monitoring activity.
- Update weekly ROI reports
- Create content and blog posts for the website and other digital platforms
- Assist with creation and execution of e-blasts to different target audiences
- Conduct market research on current trends and share ideas on new campaigns
- Help distribute marketing materials
- Assist team members with daily administrative tasks
- Assist graphic designers on tasks and projects as needed
- Work with the Assistant Director of Marketing on assigned tasks as needed

**Qualifications and Skills:**
- College Student Preferred
- Studying in a marketing-related field
- Experience in graphic design, photography, and social media management is preferred
- Energy and ability to perform several physical tasks each day
- Proven ability to provide outstanding customer service in fast-paced setting and act quickly in a challenging situation
- Proven ability as an organized and motivated employee
- Proven ability to work with diverse public
- Proven ability to initiate and follow-through on projects independently

**Hours:**
- 20 hours weekly
- Flexible schedule between 9:00 a.m – 5:00 p.m.
- Some evenings and weekends

The Mississippi Children’s Museum is a 501(C)(3) organization with the mission to create unparalleled experiences to inspire excellence and a lifelong joy of learning.

Management reserves the right to modify, delete, and/or add additional expectations to meet the needs of the Mississippi Children’s Museum as necessary.

Updated: 4/22/22