



Banneker-Douglass Museum Spring 2023 Marketing & Communications Internship

The Banneker-Douglass Museum is seeking an intern who wants to gain experience at the state of Maryland's museum for African American history and culture located in historic Annapolis, MD. We carry out the mission of preserving Maryland's African American heritage through educational programs, historical and fine art exhibitions, and collections and archives. So we are looking for talented and enthusiastic students to support and assist our marketing and communications team in promoting our initiatives. This internship reports directly to the Director of Marketing and Communications.

Description

The Spring 2023 internship would run approximately from January through May, requiring approximately 10-15 hours per week. The schedule would be created within the hours of Monday-Friday, 10:00am-4:00pm. Occasional Saturdays and evenings may be required. The internship will be a hybrid of remote and on-site work as needed (i.e. events, photoshoots, meetings, etc).

Interns can gain skills and experience in the following areas:

- Marketing strategy development
- Communications & public relations strategy development
- Digital content creation
- Paid and non-paid social media strategy
- Brand management
- Community partnership & relationship-building
- Graphic design
- Data analysis & data-driven decision making

Some duties and responsibilities will include:

- Marketing
 - Collaborate with various departments (e.g., Education, Exhibits, etc.) to gather information and create content to promote the museum's programs, events, and projects
 - Collaborate with the creative/marketing team to develop graphics and video content for social media



- Help prepare and distribute marketing and promotional materials
 - Provide support for various types of media projects, including photoshoots and developing a marketing photo repository
 - Attend museum events to develop content
- Communications & Public Relations
 - Assist in the development of communications materials including e-newsletters, press releases, media advisories, development communications, and printed materials
 - Assist in the development of website copy and maintaining up-to-date website information
 - Draft responses in reply to visitor inquiries and/or emails from the public
 - Assist in the maintenance of the press database
- Social Media
 - Assist in curating content for the museum's social media channels and draft social media content, with a focus on Facebook/Instagram posts, stories, and reels
 - Provide creative and strategic support in building communications plans
 - Contribute and respond to social media engagement via messages, comments, and reviews
 - Research historical information, photos, and video footage for possible content

Qualifications

- Be currently enrolled at an accredited college or university
- Be seeking a degree in marketing, communications, or other similar fields of study
- Strong written and verbal communication skills
- Be detail-oriented
- Be able to work efficiently and productively while remote, as well as in partnership with a team
- Proficient in using social media platforms and tools
- Have an enthusiasm for African American history and culture
- Graphic design and/or photography experience is a plus



Compensation

While internship positions are unpaid, the museum welcomes the opportunity to work with schools seeking to grant academic credit or service learning hours for internships. Applicants will need to initiate arrangements for credit with their college or university.

How to Apply

Send the following items to the Director of Marketing and Communications, Jan Lee at jan.lee@maryland.gov:

- Résumé
- Cover letter describing how this internship could advance your academic and/or career goals
- Academic transcript (official transcript sent electronically if available)

Spring applications will be accepted through January 31, 2023.

If you have any questions, please email jan.lee@maryland.gov. For more information on the organization, visit <https://bdmuseum.maryland.gov>.

The Banneker-Douglass Museum is an equal-opportunity employer. In compliance with the Maryland Fair Employment Practices Act ("FEPA"), the Banneker-Douglass Museum does not discriminate on the basis of race, color, national origin, sex, religion, disability, marital status, pregnancy, sexual orientation, and/or genetic information.