

## Digital Engagement Internship

### Internship Overview:

The Digital Engagement Intern will work with NMWA staff to support digital initiatives, with a particular emphasis on the 2020 #5WomenArtists social media campaign. Each year during Women's History Month, a cross-departmental team leads a major international social media campaign that calls attention to the museum's mission and empowers individuals and institutions to take to social media to advocate for women artists. Coming up on its fifth year, #5WomenArtists is a major initiative of the museum, and one requiring a heavy load of content creation, planning, and participant communication. The Digital Engagement Intern will support and contribute to this work, and gain an inside look at how digital campaigns are created and executed. The Intern will also lend occasional organizational and data collection support to the museum's education team.

This internship is appropriate for students seeking to gain experience in digital content creation and engaging museum audiences online.

### Commitment:

480 hours total, or approximately 24 hours per week.

### Responsibilities: #5WomenArtists

- Assist with campaign outreach and communications
- Research potential participant organizations to invite
- Participate in content brainstorming sessions
- Assist Digital Engagement staff to schedule social media content including drafting text and selecting images
- Monitor campaign daily to track participant organizations using Google Sheets
- Add confirmed participants to campaign map
- Keep tabs on high quality content and testimonials from participants that can be saved and re-shared by the museum
- Assist with assembling materials for campaign reports

### Responsibilities: Other

- Photograph select museum events like weekly Gallery Talks
- Administer weekly Gallery Talk evaluations. Interns collect, record, and help analyze approximately 50 evaluations per internship season
- Maintain inventory tracking and collation of See for Yourself card packs (the museum distributes over 3,300 per internship season).
- Record Fierce Women 2.0 evaluations, attendee emails, and zip codes

**Preferred Skills & Competencies:**

- Familiarity with, and a passion for, the #5WomenArtists campaign!
- Familiarity with major social media platforms Facebook, Instagram, and Twitter
- Positive attitude and willingness to take on a variety of different types of task
- Strong organizational and computer skills
- Excellent written and verbal communication skills
- Ability to work independently and as part of a team
- Completed sophomore year of college by the internship start date.
- Pursuing an undergraduate or graduate degree in art history, art education, museum education, museum studies, studio art, or related field