



Position Title: Development and Marketing Intern
Supervisor: Director of Development and Marketing
Department: Development
Internship Offered: Summer 2020
Status: Unpaid Internship

Position Overview: The Development and Marketing Intern will assist the Director of Development and Marketing in researching ways to attract and engage new and younger visitors, members, or donors. Interns will gain an understanding of the business operations of a regional non-profit museum with a focus on development, fundraising, marketing, and public relations. The commitment is from June-August 2020 as part of the Summer 2020 Museum Practice Program.

Responsibilities:

- Create survey(s) relevant to the marketing research project
- Conduct marketing research inside and outside of the Museum
- Process incoming and outgoing gift from receipt to acknowledgment
- Track credit card, check and wire donations
- Update donor/prospect profiles
- Research funding opportunities
- Assist with writing and developing the Everhart's promotional and marketing materials for fundraising events
- Draft press releases
- Pitch coverage opportunities and coordinate coverage with the media
- General administrative support

Qualifications:

- Marketing, Communication Studies, Advertising, or Public Relations major with a keen interest in the arts or non-profits
- Enthusiastic, motivated, innovative, and forward-thinking individual to assist our development department in all aspects related to fundraising and marketing
- Strong writing and oral communication skills
- Excellent attention to detail, reliable, and a positive attitude
- Flexible with changing priorities and multi-tasking
- Interest in learning about non-profit management, leadership, resource development, and fundraising
- Weekend availability for a fundraising event(s)
- Experience in an office environment, prospect research, or direct donor solicitation a plus
- Shares an authentic passion for bringing awareness to the Everhart Museum and the benefits of incorporating the arts within a community