

JOB OPENING

PEORIA PLAYHOUSE CHILDREN'S MUSEUM

MARKETING INTERN

POSITION: PART TIME / SUMMER 2020 / 20 – 25 HOURS PER WEEK

RESPONSIBILITIES

- Help promote the museum and boost social media through posts that connect the museum mission and programs to trending / popular topics.
- Set goals for views, engagement, and conversion rates on social media and in e-blasts.
- Review social media, constant contact, and website data to improve marketing.
- Make recommendations for social media content creation that account for a small museum's realistic capacity.
- Help create systems that will continue to support and boost the museum in the future.
- Work with marketing and data expert advisors from around the country; help engage and grow this group through active listening and feedback, and strong follow up.
- Attend PlayHouse staff and marketing meetings (by Zoom).
- Be an active member of a small but highly engaged and collaborative team.

SUCCESSFUL CANDIDATES WILL HAVE

- Applicants must be upper-level undergraduate (sophomore, junior or senior) or graduate level.
- Excellent communication skills, both written and verbal.
- Coursework and experience in marketing, in particular on digital platforms.
- Knowledge of and experience in social platform analytics, and how to use these to inform marketing strategies.
- Interest in the work of children's museums / community non-profits. Previous museum experience is not required.
- All intern placements are contingent upon the successful completion of screening requirements including a background check. Please be sure to fill out application in addition to sending resume and cover letter.

OTHER

- The Peoria PlayHouse Children's Museum is a children's museum located in Glen Oak Park. The PlayHouse offers 8,000 square feet of exhibit space with hands-on, interactive exhibits which showcase the industry, culture, and natural environment of Peoria and Central Illinois. In addition to permanent exhibits, the PlayHouse also offers a number of workshops and programs for families, kids and adults.
- Successful interns are innovative thinkers, leaders, are outgoing, possess a commitment to diversity, and have excellent customer service in support of PlayHouse goals.
- Internship dates and hours: Mid-May (ASAP)- Mid-August (flexible). Interns are expected to work between 20 and 25 hours per week, depending on availability.
- To apply for a college internship: Please complete the Intern Application Form located at: <https://forms.peoriaparks.org/peoria-playhouse-internship-application/>
- Please contact Rebecca Shulman, Director at rshulman@peoriaparks.org with additional questions.

