



Paid Position:

Social Media & Marketing Intern

PLEASE NOTE: Candidates **MUST** be full-time undergraduate (12 credits) students in their junior or senior year or full-time graduate students (6 credits) at a **NEW YORK BASED COLLEGE or UNIVERSITY**. Candidates must be able to work at least 20 hours/week during the semester (during regular business hours) and up to 35 hours/week during summer and winter breaks.

Job Description: The New York Transit Museum seeks a dynamic, motivated college or graduate student interested in social media, marketing and public relations to join our Press Office. Excellent writing skills are essential and related past work experience is a plus. This individual will work under the supervision of the Transit Museum's Press & Marketing Strategist and Deputy Director. This position offers the right candidate significant responsibility and will translate into extensive job skills.

Time Frame: This opportunity requires a minimum 1 year commitment, from January 2018 through January 2019, with opportunities to continue employment if eligible.

Hours: Student may work 20 - 25 hours/week during semesters and up to 35 hours/week during summer and winter breaks (to be scheduled between the hours of 9am - 5pm, Monday - Friday).

Salary: \$15 - \$22/hr., contingent upon number of credits accrued in current degree program. The selected intern will also receive a free unlimited MetroCard for the length of the position.

About the Position: For the right candidate, this paid position offers an enormous opportunity to gain hands-on, professional nonprofit experience as an integral part of the staff in a busy, collaborative Museum.

Key Responsibilities:

- Draft weekly social media posts for the Museum's Facebook, Twitter, and Instagram.
- Track social media and website analytics and create detailed reports. Lead monthly social media committee and meet with key Museum staff members to create content for social media and website.
- Update program listings for media outlets
- Coordinate and supervise press-related photo shoots and interviews at the Museum
- Maintain and update the Museum's press contact database through Cision
- Assist in the development and execution of marketing and public relations plans for various museum programs and events that incorporate traditional techniques and new media in order to generate press and attendance, including writing and distributing press releases, social media content creation, Facebook advertising, e-blast campaigns, and more.



To Apply: Email detailed cover letter, resume, and writing sample (1-3 pages) to Chelsea Newburg, Press & Marketing Strategist: chelsea.newburg@nyct.com.

No calls, please.