



# Paid Position:

## Public Programs Marketing/PR 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 to support a variety of initiatives within the education and public programs department, primarily to assist with marketing, PR, and audience development for programs. 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 Producer of Public Programs & Community Engagement. 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, 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:**

Planning and implementing online and offline marketing initiatives for programs, including monthly evening programs at the museum, tours & excursions, vintage train rides (Nostalgia Rides), artist programs (PLATFORM: Creative Musings on Mass Transit), and more.

- Draft, publish, and monitor social media posts and events to publicize programs
- Create email marketing campaigns for upcoming programs
- Develop marketing assets, including fliers, signage, and other promotional materials, for print and digital use
- Research potential partnerships and outreach opportunities in the local area
- Build contact database for program outreach
- Create marketing calendars for large scale events and programs
- Fulfill promotional mailing needs

Working with museum staff to develop future programs.

- Sit on interdepartmental committees for planning special events and programs and identify opportunities for programs and potential speakers that meet programming and exhibition goals
- Write and proof program descriptions for print and digital marketing efforts
- Update website and maintain online ticketing system for programs and events

Assisting in planning and executing programs and events on-site at the Museum in Brooklyn, the Gallery Annex at Grand Central Terminal, and off-site at locations around the city.

- Support Producer of Public Programs in correspondence with speakers and program partners
- Work with facilities and operations team to set up and break down events
- Interface with program participants, speakers, and panelists during events
- Participate in post-event debriefs to capture lessons learned and celebrate successes
- Maintain program records, including statistics on attendance
- Manage tours and excursions at the Museum and off-site
- Document events through photos and videos to be posted online and used in future marketing materials

Developing audience research and evaluation projects to inform future program development

- Create and administer online and offline surveys for program participants and for speakers
- Conduct other forms of evaluation and audience outreach to understand needs and interests of existing and potential audiences
- Draft summary reports of survey and evaluation results to be distributed throughout the museum

**Qualifications & Background:**

- Familiarity with social media platforms, including Facebook, Twitter, and Instagram
- Strong research and writing skills
- Proficiency in Microsoft Office (Excel, Word, PowerPoint, Outlook) required; Proficiency in Adobe Creative Suite (particularly InDesign and Photoshop) preferred. Please note that the New York Transit Museum is a PC computing environment
- Experience developing and conducting surveys; Familiarity with best practices in formative and summative evaluation
- Ability to learn and apply an institutional voice and brand
- Familiarity with museum and cultural institutions markets in New York City
- Experience with Wordpress, Altru, Wufoo, SurveyMonkey preferred



**To Apply:** Email detailed cover letter, resume, and writing sample (1-3 pages) to  
Shaelyn Amaio, Producer of Public Programs & Community Engagement, at [shaelyn.amaio@nyct.com](mailto:shaelyn.amaio@nyct.com)

**No calls, please.**