MarCom Social Media + Special Projects Intern

Department: Marketing & Communications
Reports to: Social Media and Photography Specialist
Paid/Paid: Paid (monthly stipend)
Term: Spring 2023

Summary
The Spring 2023 MarCom internship will provide one student with a full-time opportunity (40 hours per week) to take on real-life assignments that will provide practical experiences in marketing and communications, with a focus on social media and special projects. The student will work within the Museum’s MarCom department for the duration of the 3-month program, with a flexible schedule that will enable college coursework as necessary. The student will be encouraged to take initiative, ask questions, and stretch themselves to develop a holistic understanding of integrated marketing strategies, tactics, and target audiences.

Overview
The Corning Museum of Glass seeks a creative, energetic Intern who is passionate about the arts and eager to gain real world experience working in marketing at a museum whose mission is to “Inspire People to See Glass in a New Light.” The MarCom Intern will focus on social media and special projects to promote the Museum and its programs, and may also learn about audience development, market research, campaign design, digital marketing, event planning, benchmarking and reporting. The ideal candidate is detail oriented, passionate about the arts, and eager to gain real world experience working in promoting and marketing a world-renowned cultural institution.

Primarily, the intern will work on:
- Social media planning and support for Dig Deeper exhibition
- Coordinating Special Projects identified to drive visitation (events, outreach, others)

Responsibilities
- Become familiar with the Museum, the library, and the Museum’s exhibits
- Assist with Social media scheduling and content generation
- Benchmarking against other museums and organizations on topics including membership, events, and guest services
- Assist with online and grassroots marketing and project coordination
- Written/oral presentation on internship experience at the culminating of internship assignment
- Supports and amplifies the Museum’s commitment to diversity, equity, inclusion, and access.
Learning/Training Opportunities

- Learn about our organizational communication and culture by attending One for All (all-staff), department, and team meetings.
- Improve career readiness through participation in learning opportunities provided by the Museum.
- Participate as member of a team of professional and dedicated marketing and communication specialists.
- On-the-job training and experience working on actual marketing campaigns and other real-time projects.
- Develop skills vitally important in today’s fast-paced work environment including analytical skills, team-based interaction, goal setting and strategic planning, the ability to work under pressure, listening and organizational skills, among others.

Qualifications

- Respect and exemplify the values of The Corning Museum of Glass in all interactions with colleagues, staff, volunteers and the public.
- Ability to represent the Museum in a professional manner.
- Adhere to all prescribed organizational and departmental policies and procedures.
- Excellent interpersonal and customer service skills.
- Ability to multitask and produce high-quality work by deadline.
- Comfortable knowledge of Microsoft Office and Adobe Creative Suite.
- Ability to work as part of a team.
- Ability to represent the museum professionally.
- Ability to work weekends, holidays, and evenings as needed.

Additional Benefits

- $1,800 monthly stipend for living expenses.
- 25% Discount in The Corning Museum of Glass Café when on site.
- Free admission to the museum for you and your guests.

Application Instructions

Submit the following items to interns@cmog.org by December 19:

- Current CV/resume
- Cover letter explaining your interest in the position and how it aligns with your career goals.