



575 3rd Street, NW
Washington, D.C. 20001
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CapitalJewishMuseum.org

Lillian and Albert Small Capital Jewish Museum Communications Intern Fall 2024

The Communications Intern supports the creation and dissemination of information on behalf of the Museum. They report to the Communications Specialist to support the Fall 2024 communications plan and engage with multiple departments across the institution to represent and promote the full story of the Capital Jewish Museum.

In this collaborative, entry-level role, you will get a chance to learn important skills and gain professional experience about messaging and branding, digital marketing, and audience development.

The ideal intern candidate has:

- a clear understanding of communications protocols
- strong communications skills: *written and/or design*
- knowledge of social media best practices
- an enthusiasm for connecting museums and their audiences.

Major Responsibilities

- **Messaging:** Help uncover the stories that our target audience(s) wants to know. Shape answers to reoccurring inquiries.
- **Branding:** Help translate the Museum's mission into succinct and visually engaging digital soundbites.
- **Publication:** Support production of a wide array of digital materials, including email marketing, and the website blog. Keep pace with what's trending – including content, design and technological perspectives – and apply these trends to a range of deliverables.
- **Digital Marketing:** Support metrics tracking and evaluation to inform future projects. Assist the editing and updating of website content.
- **Communications Planning:** Provide support for exhibition and program outreach. Including building influencer lists, managing crowd-sourced review and tourism sites, and more.
- **Administrative Tasks as Needed:** Help maintain contact lists, departmental manual, museum style guide, social media guidelines, etc.

Qualifications

- Excellent written and verbal communication skills
and/or
- Strong visual design skills; animation skills and video editing a plus
- Proficient in one or more social media channel
- Strong project management skills
- Passionate about local history and/or Jewish culture and/or museums
- Interested in Jewish cultural values and traditions
- Familiar with DC history and the cultural landscape
- Currently enrolled in or recently graduated from a program in communications, visual arts/graphic design, museum studies, Jewish studies or a related field
- Positive team player capable of working both independently and with various clients.

Duration

The internship will be for the fall semester, September-December 2024, with the possibility of extension into the spring. This is an in-person internship requiring 20 hours per week. Hybrid options are also possible, but in-person hours are required.

Compensation

The stipend for this internship is \$2,200. College/University credit is also possible; interns will coordinate with their departments.

Supervisor

Maura Scanlon, Communications Specialist

To Apply

please submit a resume and letter of interest to hsilberg@capitaljewishmuseum.org with the name of the internship (Communications Intern) in the subject line. The deadline to apply is August 1st.

