



575 3rd Street, NW
Washington, D.C. 20001
202-789-0900
CapitalJewishMuseum.org

Communications Intern Summer 2023

The Communications Intern supports the creation and dissemination of information on behalf of the Museum. They report to the Communications Specialist to support the opening year 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, audience development, and non-profit management. The ideal candidate has a strong understanding of communication protocols, strong digital skills, good design/photography skills, and a passion for connecting museums and their audiences.

Duration

Internship will be for the summer season, June-August 2023. This is an in-person internship requiring at least 20 hours per week. Hybrid options may be possible, but in-person is required.

Compensation

The stipend for this internship is \$1500. College/University credit is also possible; interns will be responsible for coordinating that with their departments.

Major Responsibilities

Messaging: Uncover the stories that our target audiences want to know. Help shape answers to reoccurring inquiries.

Branding: Help translate the Museum's mission into succinct and visually engaging 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 from content, design, and technological perspectives – and apply these trends to a range of deliverables.

Digital Marketing: Help develop digital ads and promotions. Support metrics tracking and evaluation to inform future projects. Assist the completion of a website redesign.

Media Outreach: Support efforts to engage the press in support of the Museum's opening and special projects.

Communications Planning: Provide support for ongoing opening year celebrations and outreach. Including building influencer lists, managing crowd-source review and tourism sites, and more.

Administrative Tasks as Needed: Help develop and/or maintain contact lists, departmental manual, Museum style guide, social media guidelines, etc.

Qualifications:

- Excellent written and verbal communication skills
- Skilled in Canva or Adobe In Design and/or Photoshop
- Photography or video skills appreciated
- Proficient in one or more social media channels
- Strong project management skills with a detail-oriented work ethic
- Passionate about museums, local history and/or Jewish culture
- Knowledgeable of Jewish cultural values and traditions.
- Familiar with DC history and the cultural landscape.
- Currently enrolled in or recently graduated from a communication, museum studies, Jewish studies, or a related field.
- Positive team player capable of working both independently and ability and with various clients.

SUPERVISOR

Maura Scanlon, *Communications Specialist*