

## Marketing & Communications Intern

Hudson River Museum is looking for a Marketing and Communications Intern for Summer 2022. This position reports to the Design and Content Manager and the Marketing and Communications Manager, working on publicizing the Museum's exhibition, programs, and initiatives through social media, digital marketing, and the website.

This is a 4-day a week, approximately 28 hours per week, remote or hybrid internship with a modest stipend. Please note, proof of full COVID-19 vaccination is required for those working onsite.

**To apply:** Send a cover letter and resume to [employment@hrm.org](mailto:employment@hrm.org). Include "HRM Marketing and Communications Intern" in the subject line. No phone calls please.

### Key Responsibilities:

- Assist with developing compelling, clever, and relevant content for the Museum's social media channels, with a focus on Instagram posts and Reels and Facebook Stories.
- Help compile and interpret social media analytics and data to inform social media strategy.
- Research other museum and cultural organizations' social media outputs for potential campaigns and collaboration, utilizing social listening techniques to plan content.
- Assist with the collecting, resizing, and organization of marketing images; preparing photographs for social media.
- Prepare marketing photographs and contribute to a draft organizational keyword taxonomy for the future implementation of a DAM system.
- Help to update content on the Museum's website, including adding archival content.
- Opportunities for event/program photography are also possible, depending on the candidate's skills and interests.
- Other duties as assigned.

The ideal candidate has strong writing and photography skills, knowledge of social media, genuine interest in connecting the Museum to new audiences, and proficiency in Photoshop, InDesign, and Premiere or similar media tools.

## **About the Museum**

Hudson River Museum is one of the preeminent cultural institutions in Westchester County and the New York Metropolitan area. Situated on the banks of the Hudson River in Yonkers, New York, the HRM's mission is to engage, inspire, and connect diverse communities through the power of the arts, sciences, and history.

The Museum offers engaging experiences for nearly every age and interest, with an ever-growing collection of American art; dynamic exhibitions that range from notable nineteenth-century paintings to contemporary art installations; Glenview, an 1877 house on the National Register of Historic Places; a state-of-the-art Planetarium; an environmental teaching gallery; and an outdoor Amphitheater. The Museum is dedicated to collecting, preserving, exhibiting, and interpreting these multidisciplinary offerings, which are complemented by an array of public programs that encourage creative expression, collaboration, and artistic and scientific discovery.

HRM provides equal employment opportunities to all employees and applicants for employment without regard to age, creed, actual or perceived race, color, sex, sexual orientation, self-identified or perceived sex, gender expression, gender identity, the status of being transgender, national origin, ethnicity, alienage, citizenship status, family status, lawful seizure of income, marital status, disability, military status, veteran status, domestic violence victim status, criminal or arrest record, or predisposing genetic characteristics. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.