



## Job Posting

<b>Job Title:</b>	Marketing Internship	<b>Department:</b>	Communications	<b>Reports to:</b>	Executive Director
<b>Position Type:</b>	Part-time	<b>Eligible for Benefits:</b>	No	<b>Schedule:</b>	Varies
<b>Post Date:</b>	2/17/2012	<b>Close Date:</b>	3/2/2012	<b>Start Date:</b>	ASAP

### Job Description

**Job Title:** Marketing Internship  
**Exempt:** N/A  
**Salary Level:** \$1000 Stipend over three months  
**Shift:** Varies  
**Department:** Marketing  
**Reports to:** Executive Director

#### Summary:

The Leonardo is Utah's new science, tech, and art center looking to engage an intern who wants to learn more about public relations, marketing, and social media in a Museum environment. This intern will work closely with the Marketing Team and receive an insider's perspective on learning and promoting Salt Lake City's newest museum. This internship will include activities that support the Museum's exhibitions, public programming, and Museum shop. The right candidate will be energetic, curious and eager to make a difference in building The Leonardo.

#### Essential Duties and Responsibilities:

- Social media monitoring and assistance
- Update and send press releases and legislator communications for educational outreach
- Track, update and manage media and legislator database
- Track and evaluate incoming paid media and other publicity opportunities
- Distribute fliers, posters and brochures
- Assist with press clip management
- Assist with tracking and reporting effectiveness of communications campaigns
- General office duties
- Other duties as assigned

#### Knowledge, Skill and Abilities:

- Interns should be punctual, responsible, rigorously detail-oriented, insatiably curious and enthusiastic.
- Professionalism: Cordial demeanor, friendly personality, and attentive to physical appearance & tidiness of surroundings.
- Experience in marketing and/or public relations preferred.
- Strong knowledge of social media sites like Facebook, Twitter, Flickr, Instagram and Pinterest
- Proficient in Microsoft Office applications: Word, Excel, PowerPoint, Outlook
- Detail oriented and possesses excellent business writing & typing skills
- Possess a high degree of energy, initiative and integrity
- Be able to prioritize, manage multiple projects simultaneously, and follow through on issues in a timely manner
- The minimum time commitment is two eight hour days (or four half-days) per week

#### Training and Experience Requirements:

- High School Diploma
- Must be currently enrolled in college and pursuing a degree in marketing, communications, museum studies, or related subjects

#### To apply:

Please send a cover letter, resume, two professional references, and any relevant portfolio material to Chris Davies, [cdavies@theleonardo.org](mailto:cdavies@theleonardo.org), before March 3, 2012. No telephone calls, please. The Leonardo is an equal-opportunity employer for all persons without regard to sex, race, religion, color, national origin, age, physical, mental or educational disability, sexual orientation, and/or status as a veteran.