

Say Yes Buffalo Internship Opportunity

Position: Digital Marketing & Communications Intern

Organization Name: Explore & More Children's Museum

Location: Downtown Buffalo

Website: <http://exploreandmore.org>

Organization Description/Profile:

Position Supervisor & Title: Jeannie Weber Kahabka, Marketing Director

Internship Duties and Responsibilities:

- Assist marketing lead **implement foundational digital marketing plans**; help marketing lead **execute against content calendar**
- Help marketing lead **build and maintain social media presence and engagement** based on key performance indicators
- Work with marketing lead to **optimize and execute updates** on museum promotions and happenings on **other owned channels**: website, ongoing SEO and email blasts
- Help marketing lead **leverage data to drive business strategy by assisting in the establishment of insightful reporting protocols** on Admissions, Memberships, Store Sales, Café Sales, Group Events and Budgets
- Assist research personnel **establish protocols for collecting and interpreting survey data** for qualitative and quantitative market analysis

Minimum Requirements:

- Say Yes Scholar in good academic standing
- Business, Marketing, Economics or student with a strong **aptitude for digital marketing and analysis**
- Goal driven individual with **strong analytic, communication and time management** skills

Duration of employment: This position requires 10 hours per week. The candidate will begin in mid-January with an expected end date of early June. Exact start/end dates will be determined between the candidate and employer.

Compensation: The rate of pay is \$11.10 per hour. Any determination regarding academic credit will be made by the intern's academic department.

To apply: Submit cover letter & resume to: buffalointernships@sayyestoeducation.org

Deadline: December 14th, 2018