

Communications Intern
Office of Advancement

Join our team of dedicated staff during an exceptional time in Smithsonian history as we transition to a new era of leadership under Secretary Lonnie Bunch, III. The Smithsonian Center for Folklife and Cultural Heritage is seeking a part-time digital communications intern to work with the advancement team on conceiving, developing, and producing effective digital content initiatives. If you're passionate about digital content creation and are a team player with a positive attitude, you are exactly who we're looking for.

About

The Smithsonian Institution is a unique complex of nineteen museums and galleries, the National Zoological Park, and nine research centers. Its exhibitions, programs, collections, and outreach touch the lives of millions of Americans every year, as well as many who visit us from abroad.

The Center for Folklife and Cultural Heritage promotes greater understanding and sustainability of cultural heritage across the United States and around the world through research, education, and community engagement. We are a research and educational unit of the Smithsonian Institution that produces the [Smithsonian Folklife Festival](#), [Smithsonian Folkways Recordings](#), exhibitions, documentary films and videos, symposia, publications, and educational materials.

Internship Description

The digital communications intern will be a part of the Center's Office of Advancement team and learn how to tell stories across digital platforms through writing that builds an audience and supports fundraising efforts. It takes a real love of words and language, nuance, and imagination, as well as an understanding of the Smithsonian brand and voice. Intern will also have the opportunity to learn about the nuts and bolts of content production—the editorial platform and calendar. The internship will take place in the fall of 2019.

Qualifications

Desired prerequisites include an understanding of social media, basic knowledge of content creation, public relations, and/or related fields including research, advertising, management consulting, media, and/or publishing. Basic experience with content strategy development and social copywriting for digital platforms, tagline development, and campaign messaging is highly preferred.

Learning Opportunities:

- Bringing ideas and concepts to life with creative team
- Strengthening writing skills by drafting clear, persuasive, original copy for email marketing campaigns
- Improving proofreading abilities through checking email campaigns prior to distribution
- Keeping up to date with social platform updates, popular social culture, and trends
- Learning best practices in digital marketing and promoted social content

Smithsonian Institution
Center for Folklife and Cultural Heritage
PO Box 37012, MRC 520
Washington, DC 20013-7012
folklife.si.edu

- Gaining an understanding of content strategy development and associated documents like channel strategies, voice, and tone guidelines in accordance with Smithsonian standards
- Collaborating with the advancement team to ensure that all content aligns with and supports each campaign's content structure and requirements
- Learning about content performance and social media analytics

To apply online, visit solaa.si.edu and create an account. After selecting Internship, specify the Center for Folklife and Cultural Heritage. You will be required to upload supporting materials, including an essay, résumé, transcripts, and letters of recommendation.

We will begin reviewing applications on October 1, 2019, for a fall/winter internship.

The Smithsonian is an equal opportunity employer.

