

External Affairs Internship Summer 2023

Department: External Affairs Department

Semester: Summer 2023

Academic standing: Current graduate or advanced undergraduate student, or recent graduates (within one year of graduation).

Major(s): Public relations, mass communication, journalism, marketing, development, arts administration, museum studies, or related field.

Primary purpose: To assist External Affairs Department with a wide range of activities, including marketing, public relations, social media, grant writing/research, fundraising, and member relations.

Essential functions: The External Affairs Department seeks an intern to engage in marketing/fundraising support for the Museum's educational programming, exhibitions, and operations. The External Affairs intern will gain valuable professional experience by collaborating alongside staff in the External Affairs Department on projects that help the Museum reach diverse audiences and donors. Depending on the interests and professional aspirations, projects may include:

- With the Museum events & membership manager, assist with member previews, fundraising events, and Gala: this includes attending planning meetings, working closely with staff, vendors, sponsors, and guests; coordinating various fundraising aspects such as auctions; compiling information for signage; and assisting in day-of event management.
- With the Museum events & membership manager, assist in membership communications, marketing, and campaigns to reach new member audiences. Assist with member acknowledgement and communications.
- With the communications manager, plan and design branded signage, exhibition and program postcards, fliers, posters, and other marketing materials.
- With the communications manager, assist in the creation and design of press releases (using the Museum's editorial guide and Chicago Style), update media contact lists, interview artists, liaison with member of the press, and shoot and edit photographs and video.
- With the communications manager and digital media associate, assist with docketing, write, and design email communications in MailChimp, including the monthly Member Profiles and biweekly Enews.
- With the communications manager and digital media associate, develop social media posts on various social media platforms, compile and interpret analytics, and draft clear and concise reports for leadership and trustees.

- With the grants manager, research prospective donors, gather materials for grant applications and reports, draft text for grant applications, and draft acknowledgments for contributions.
- With the external affairs associate, create engaging social media content for the Museum's Annual Fund campaigns. Content may include fundraising objectives, fiscal goals, and status updates; profiles on programs benefiting the fundraiser; interviews with contributors; information on contribution options and tax benefits.
- With the external affairs associate and membership & events manager, research and create profiles for local businesses to assist the external affairs team with event sponsorship strategies and requests.
- Participate in the Museum's weekly professional development program with all summer interns.
- Perform other related duties as assigned.

Interns should be friendly, organized, and comfortable speaking on the phone and interacting directly with donors.

Workstation: onsite

Schedule: TBD with External Affairs staff, approximately 160 total hours (15 to 20 hours a week for eight to 10 weeks, May – August 2023 (or as required by college or university))

Application instructions/deadline: The priority application deadline for this internship is **March 15, 2023**; applications received after that date may be considered. Candidates should submit all required application materials for an internship at the Asheville Art Museum (more information at ashevilleart.org/about/careers/intern/).