



## KID Museum Social Media and Marketing Internship

### About KID Museum

KID Museum is a new type of children’s museum in Montgomery County geared toward elementary and middle school-age children (ages 6-14) that focuses on cultivating the next generation’s skills, aptitudes and vision to become innovative, empathetic leaders of the future.

KID Museum is built on three core themes:

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|------------------|-----|---|
| <i>Engage</i>    | (1) | kids in imaginative and creative “maker” activities that integrate science, technology, engineering, math and art |
| <i>Encourage</i> | (2) | kids to explore world cultures and appreciate diversity   |
| <i>Promote</i>   | (3) | social responsibility and active global citizenship   |

In October of 2014, KID Museum launched its first home in the Davis Library in Bethesda. This is a first step toward the museum’s broader vision of establishing a permanent home in Montgomery County. The program space brings a nationally recognized model of hands-on STEAM (Science, Technology, Engineering, Arts, and Mathematics) programming along with an exploration of world cultures and global citizenship. KID Museum serves as an incubator for the 21st century skills children need in order to be successful.

### Social Media and Marketing Internship

As KID Museum launches its new 21<sup>st</sup> century creativity workshop, we have an exciting opportunity for hands-on learning in a number of different capacities. The Social Media and Marketing intern is a position on the Communications team, whose primary role will be to enhance and maintain KID Museum’s online resources and support the management and improvement of the website. The intern will be responsible for updating site content and structure, in coordination with the Director of Communications and Marketing. Candidates should have working knowledge of WordPress and possess willingness to create video blogs and write blogs for KID Museum. Additionally, candidates should have basic knowledge of graphic design, Adobe Suite, and web languages (HTTP, HTML, REST, XML). A preferred candidate will be proficient in web application development using HTML, CSS, JavaScript, and JQuery.

A large part of the internship will also be assisting with social media marketing efforts. Interns are expected to have experience with various social media platforms. An intern should be able to think strategically and see how social media fits into KID Museum's marketing strategy. Interns must be able to assist in formulating social media plans (once ample information about KID Museum is provided), and then carry out plans with assistance. Interns must be able to measure and document the impact of social media, and then suggest action-steps to increase impact. Tasks may include, but are not limited to: creating new profiles and pages (Facebook, Twitter, LinkedIn, YouTube, etc.); uploading videos, photo albums, etc.; finding users to follow, friend, and like our organization; writing and posting blog posts, tweets, and updates; and replying to comments, messages, etc.

The position will last throughout the fall semester. Hours can be scheduled anywhere from 9AM-6PM, including some weekend hours. Interns are expected to work around 10-15 hours a week. Students are expected to obtain and complete any necessary forms to receive credit for their internship and are responsible for meeting any registration requirements from their college or university. To apply for this position, please send a resume and cover letter outlining your experience and suitability for the position to Chad Rabago ([chad@kid-museum.org](mailto:chad@kid-museum.org)). **The deadline for fall internships is Sunday, September 4.**



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