

KID Museum Social Media & Marketing Internship



About

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:

- (1) *Engage* kids in imaginative and creative "maker" activities that integrate science, technology, engineering, math and art
- (2) *Encourage* kids to explore world cultures and appreciate diversity
- (3) *Promote* social responsibility and active global citizenship

In October 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

KID Museum is looking for a Marketing Intern to:

- Promote museum programs and events on social media
- Create and implement social media plan
- Increase visitor attendance through direct emailing and other promotions
- Devise marketing strategies, along with Director of Communications, to reach current and additional audiences
- Create a list of community resources such as calendars, LISTSERVs, etc. and then promote KID Museum via these avenues
- Write blogs about museum events and activities

The position will last throughout the 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 Adriana at adriana@kid-museum.org.

