

Title: Social Media Internship

Employee Classification: Unpaid Internship

Reports to: Social Media and Content Lead

Location: On-site at The Sailing Museum & National Sailing Hall of Fame

Hours: Based on mutually agreed-upon schedule, anywhere between 10-20 hours a week based on events, needs and editorial calendar.

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Located in the heart of Newport, Rhode Island, The Sailing Museum & National Sailing Hall of Fame celebrates the rich history and vibrant culture of sailing. Our mission is to preserve and share the legacy of the sport while inspiring future generations. Through the museum's interactive exhibits, events and educational programs, we connect visitors with the stories of sailing legends and the importance of maritime heritage. For more than a decade, the National Sailing Hall of Fame has honored those who have made a significant impact on the sport of sailing. Inductees include pioneering sailors, influential designers and dedicated contributors who have left an indelible mark on sailing's history.

### **Learning Goals**

As an intern at The Sailing Museum, you will gain valuable, real-world experience in digital marketing and social media strategy, with specific opportunities to:

1. **Develop Content Creation Skills:** Learn how to create engaging, visually compelling content tailored to various social media platforms and support a social media strategy.
2. **Hone Communication Skills:** Develop strong writing, editing and messaging skills, including crafting engaging captions and posts that resonate with diverse audiences. This includes developing storylines and adhering to the museum's media release protocols.
3. **Gain Industry Knowledge:** Learn about the unique intersection of museums, cultural institutions and digital marketing, while gaining exposure to the world of sailing history, exhibitions, and events.
4. **Build a Professional Portfolio:** Throughout your internship, you will have the opportunity to create a professional portfolio showcasing your work in photography, videography, and content creation.
5. **Strengthen Interpersonal Skills:** Enhance your communication and marketing abilities by engaging with a professional team in an office environment, as well as interacting with multi-generational visitors and tour groups. By the end of your internship, you will have a comprehensive understanding of how to leverage social media to build brand awareness, engage audiences, and support marketing initiatives in a cultural organization setting.

### **Key Responsibilities**

1. **Content Creation:** Develop visually appealing content for social media channels; including graphics, photos, videos, and captions.
2. **Campaign Support:** Assist in executing social media campaigns to promote events, exhibits, and special programs. Including live coverage and onsite support.
3. **Collaboration:** Work closely with the team to align social media strategies with the museum's overall goals and mission.

## **Qualifications**

- Previous social media experience, either personal or professional, with a good understanding of platforms and content trends.
- Strong creative eye for design, photography and video creation.
- Proficiency with social media tools and editing software.
- Self-starter who is proactive, adaptable and willing to learn.
- Strong passion for sailing, museums, or maritime culture is a plus!

## **How to Apply**

Interested candidates should submit a resume, a brief cover letter, and any relevant social media portfolio or links (if applicable) via our website form.