



Position Description

Job Title: Marketing Intern (UNPAID)

Team: Marketing

Location: One Manhattan Square, Rochester, NY 14607

Scheduled Hours: Part-Time; 20 hours per week

Reports to: Marketing Manager

Position Summary:

The Strong owns and cares for the world's most comprehensive collection of toys, dolls, board games, video games, books, documents, and other historical materials related to play, and offers programs for individuals of all ages to learn about the power and importance of play in their lives. The museum's internship program provides opportunities for participating in all aspects of museum work within dynamic teams and interacting with staff across the institution and the public. The program offers an educational and operational experience, as well as the opportunity to build a network of professional contacts.

As a member of a dynamic marketing team, the Marketing Intern will actively support the Marketing & Communications team by contributing to content creation, campaign development, and market research. This role will capture and produce engaging content for events and special programs, expand the museum's digital photo library, and help promote exhibits and experiences across multiple platforms.

All museum staff and interns are expected to cooperate with one another in furthering the museum's general objectives and in completing museum projects. Similarly, all staff and interns consistently maintain a positive and enthusiastic attitude, act with integrity and in accordance with the highest ethical standards and demonstrate a loyalty to the museum in all public contacts. Guests and colleagues deserve our best efforts every day.

Essential Functions:

The specifications described here are representative of those that must be met by the employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Research marketing and social media trends and present to team.
- Capture content involving daily events and help build The Strong's photo library.
- Attend special events and create social content.
- Attend weekly marketing meetings.
- Assist in brainstorming sessions and campaign planning.
- Update homepage featured events on website.
- Support promotion of events, exhibits, and special programs.
- Contribute to additional marketing initiatives and team projects as assigned

Core Values:

These are embedded in all roles within the museum. Employees must have the ability to demonstrate, understand, and apply our workplace values.

- **Respect:** We treat guests and each other with fairness and respect. That means our behavior is marked by courtesy, patience, compassion, and tolerance. Always.
- **Focus:** We share a special sense of purpose based on the museum's mission, so to be successful we must remain committed to our common goals. We're a playful organization, but we're not fooling around.
- **Excellence:** We strive constantly for excellence and seek continual improvement in all that we do. Our team's work precipitates our outstanding reputation as one of the leading museums serving families.
- **Community:** This is an interactive place. We foster community within and outside the museum through an atmosphere of collaboration, cooperation, and collegiality. Teamwork and flexibility lead to esprit de corps and effective public service.
- **Fun:** Play is both a means and an end. We're here to delight people's senses, spark their memories, and stir their imagination. We strive to ensure that the museum is always welcoming, fresh, vibrant, and filled with fun.
- **Diversity:** The Strong is inclusive. It embraces and honors cultural diversity while highlighting common experiences. It engages people of many backgrounds and interests. The museum commits to making its facility, exhibits, and programs accessible to guests of all abilities, ages, classes, ethnicities, gender identities, national origins, races, religions, sexes, and sexual orientation.

Work Environment:

Work is performed primarily indoors in a professional office environment, climate-controlled collections storage areas, and throughout exhibit galleries. This role routinely uses standard office equipment such as computers, printers, and copiers. The noise level in the environment is typically low to moderate but may be more significant when operating various equipment.

Physical Demands:

While performing the duties of this position:

This position regularly requires the ability to work in various positions, including standing, walking, and sitting for extended periods of time; the use or operation of objects, tools, or controls; and the ability to talk and hear. This position requires frequent sitting in front of a computer and using repetitive typing motions.

Visual acuity to see object details at close range and operate computer equipment is required. Specific vision abilities including close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus are important for this role.

Pre-Employment Requirements:

Must consent to and pass a drug screen and criminal background check as conditions of the internship.

Disclaimer:

The position description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the intern. Within reason, duties, responsibilities, and activities may

change or new ones may be assigned at any time with or without notice. Interns are expected to accept reasonable assignments whether they are specifically included in this position description.

Equal Opportunity Statement:

The Strong is an equal opportunity employer. It is the policy of The Strong to provide equal employment opportunity to all persons without regard to gender, gender identity, gender expression, sexual orientation, age, race, color, religion, national origin, disability, military, or marital status. This policy of nondiscrimination applies to all aspects of the employment relationship, including but not limited to: recruitment, selection, advancement, compensation, benefits, layoff, recall, transfer, and termination.

Signatures:

Intern signature below constitutes intern's understanding of the requirements, essential functions, and duties of the position.

Intern _____ Date _____