

Marketing and Membership

— Expected projects/work assignment

- Social listening and general marketing research projects
- Digital marketing and Email marketing
- Assisting in the preparation of direct mail and email communications
- Reviewing acknowledgements and welcome packets for new members
- Assisting with data clean up in Raiser's Edge

— Skills and qualifications required (including technology skills)

Undergraduate or graduate student. Detail oriented, strong organizational and interpersonal skills. Proficient in Microsoft Office, Google apps and knowledge of (or willingness to learn) Raiser's Edge and MailChimp preferred.

The ideal applicant will have interest and/or experience in the arts and cultural institutions and a passion for building new audiences for the Whitney's exhibitions and programs.

— What type of training will be provided?

The Marketing and Membership intern will receive training on how to use the Raiser's Edge database and MailChimp, will develop Microsoft Office skills in Word and Excel and will be versed in department processes and protocols.

— Outcomes

The intern will leave with a deep knowledge of marketing that considers audience, channel strategy, and voice, among other things, in the specific context of the Whitney's mission and values.

The intern will also gain strong administrative skills regarding member benefit fulfillment and have a good sense of how to use Raiser's Edge to document member information, participation, and payment.