**Marketing**

**Projects/work assignments**

The marketing intern will assist with and learn more about the primary tasks of the department, which is to promote the Whitney's programs to the public, while advancing the Museum's broader branding and revenue goals. Specific responsibilities will include working on email marketing, research, assisting with tourism initiatives, managing department archives, investigating and pursing cross-promotional opportunities and partnerships, among other duties and projects.

**Skills and qualifications required including technology skills**

The ideal applicant will have knowledge of modern and contemporary art, a passion for building new audiences for the Whitney's exhibitions and programs, and be conversant in Microsoft Office Suite, and Google apps.

**Type of training to be provided**

The intern 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.