Communications Department Internship

— Expected projects/work assignments:
  ● Assist with preparation for upcoming Whitney exhibitions and press events, including:
    ○ Researching and developing lists for targeted press outreach
    ○ Compiling press images and materials for press kits
    ○ Organizing materials for press previews and tracking events RSVPs
  ● Monitor and track media coverage of the museum and its exhibitions and programs. Other media monitoring tasks include:
    ○ Contributing to weekly press highlights reporting
    ○ Updating earned media impressions, press clipping highlights, and collecting top press quotes for exhibition reports
  ● Assist with maintenance of press database in Raiser’s Edge
  ● Assist with promotion of public programs and events through calendar listing submissions

— Skills and qualifications required:
  ● Attention to detail
  ● Strong writing, editing, and research skills
  ● Interest in public relations and communications, as well as modern and contemporary American art
  ● Computer skills: Microsoft Outlook, Google Drive, Word, Excel, and PowerPoint

— What type of training will be provided?
  ● Raiser’s Edge software
  ● Media monitoring software
  ● Content management system for the Whitney’s press site (whitney.org/press)
  ● Other essential departmental procedures

— Outcomes:
  ● The intern will have the opportunity to gain in-depth knowledge of current and upcoming Whitney exhibitions and the museum’s collection.
  ● They will also develop targeted lists for outreach related to upcoming exhibitions, programs, and events.
  ● They will gain technological skills related to media monitoring and the Whitney’s press list database.
  ● They will gain further understanding of the New York arts press and media landscape.