

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.