

DIGITAL MARKETING INTERNSHIP

FALL/SPRING/SUMMER

Reports to: Senior Marketing Coordinator

For academic credit or volunteer only; (Flexible schedule; remote/onsite hybrid)

Digital Marketing Interns will work closely with the Senior Marketing Coordinator to develop their writing skills for press and social media, and learn how to tailor content and verbiage to specific media; create social media posts and construct stories; attend Museum programs to collect content and photos for social; post program info to online calendars for promo.

Must have the ability to work well with a team as well as other Museum staff, be organized, detail-oriented, resourceful, and not shy about asking questions. Should have a working knowledge of current social media platforms including Instagram, Facebook, and Tiktok. Must be able to take feedback and constructive criticism.

REQUIRED MATERIALS

- Completed NBMAA internship application
- A few examples of social posts

INTERNSHIP PROGRAM

The New Britain Museum of American Art is the first institution dedicated solely to the collections and acquisition of American art. Spanning four centuries of American history, the Museum's permanent collection is renowned for its strengths in colonial portraiture, the Hudson River School, American Impressionism, the Ash Can School, as well as the important mural series *The Arts of Life in America* by Thomas Hart Benton. The singular focus on American art and its panoramic view of American artistic achievement, realized through the Museum's extensive permanent collection, exhibitions, and educational programming, make the New Britain Museum of American Art a significant resource for a broad and diverse public.

AVAILABILITY

Internship availability is dependent upon the needs of Museum departments.

TIME COMMITMENT

Flexible.

COMPENSATION

Interns may receive academic credit or volunteer their time. For academic credit, Interns must provide and coordinate all materials and contact information with their university advisor and Museum sponsor.

TO APPLY

Interested students may apply by returning the completed Internship Application with cover letter and résumé to the Manager of Visitor and Volunteer Experience or to the Associate Curator for curatorial internships. All applications must be received by the deadlines detailed below. After applications are received, the Manager of Visitor and Volunteer Experience or the Associate Curator will contact applicants to schedule an interview.

APPLICATION DEADLINES*

Fall: July 1
Spring: November 15
Summer: April 1

START DATES

Fall: September 6
Spring: January 15
Summer: June 2

END DATES

Fall: December 12
Spring: April 10
Summer: August 30

***Applicants will be notified 3–4 weeks after application deadline.**

***We will accept application at any time, the deadlines are a recommendation.**

INTERNSHIP PROGRAM APPLICATION

Date _____

GENERAL INFORMATION

Name _____

Street Address _____

City _____ State _____ Zip _____

Telephone _____

E-mail _____

Which Internship are you applying for? _____

Current School _____

School Address _____

Major/Minor/Concentration _____

Level at Current School _____

Expected Degree _____

G.P.A. _____ Graduation Date _____

Previous School (if applicable) _____

School Address _____

Major/Minor/Concentration _____

Awarded Degree _____

G.P.A. _____ Graduation Date _____

Relevant Course Work _____

Relevant Research Projects _____

Relevant Community/Volunteer Activities _____

Current/Previous Employer _____

Location of Current/Previous Employer _____

Job Title and Duties _____

Dates worked at Current/Previous Employer _____

Name of Previous Employer _____

Location of Previous Employer _____

Job Title and Duties _____

Dates Worked at Previous Employer _____

Office/Computer Skills _____

Language Skills _____

Art Handling Skills _____

Other Relevant Skills _____

**NEW BRITAIN
MUSEUM OF
AMERICAN ART**

56 Lexington Street
New Britain, CT
06052 | nbmaa.org

PROFESSIONAL REFERENCES

Name _____

Relationship _____ Telephone _____

Name _____

Relationship _____ Telephone _____

You would (check one)

- Receive academic credit through your school for this internship
- Volunteer your time for this internship

What are your preferred work hours? _____

***12-15 hours each week are required**

Which days and hours are you available to work? _____

***Monday through Friday 10 a.m.-5 p.m.**

How did you learn about the NBMAA internship program? _____

If anyone, who recommended you to the NBMAA? _____

RETURN ALL APPLICATION MATERIALS BY MAIL OR EMAIL TO:

FOR CURATORIAL INTERNSHIPS:

ASSOCIATE CURATOR

New Britain Museum of American Art
56 Lexington Street
New Britain, CT 06052
(860) 229-0257, ext. 218
williamsl@nbmaa.org

ALL OTHER INTERNSHIPS:

MANAGER OF VISITOR & VOLUNTEER SERVICES

New Britain Museum of American Art
56 Lexington Street
New Britain, CT 06052
(860) 229-0257, ext. 222
mitchellc@nbmaa.org