



Public Relations (PR) and Media Assistant

Reports to: Museum Director and Outreach Assistant

Hours: 10 hours/week, dependent on student's schedule, however, must be available on some weekends

Duration: one semester with the possibility for continuation

Position Summary:

The Public Relations and Media Assistant will be responsible for the promotion of the museum through various social media applications, doing minor updates to the museum's website, and helping to promote events as assigned by the Director and Outreach Assistant. The PR and Media Assistant will be working with museum staff, other museum student staff, interns, and volunteers, the University Communications and Marketing staff, and the UWSP Information Technology staff.

Position Requirements:

The PR and Media Assistant must be a current sophomore, junior, or senior level UW-Stevens Point student in good standing, with experience using social media applications such as Facebook and Instagram. Applicants should possess strong leadership and problem-solving skills, excellent written and oral communication skills, and be detail oriented, enthusiastic, and self-motivated. Knowledge in public relations (Comm. 230), HTML and/or media design is a plus, but not necessary. The ability to take direction, work independently and meet pre-assigned deadlines is necessary.

Job Functions:

Projects will be assigned based on priority and the intern's experience/abilities.

Performance expectations include the following:

- Assist in maintaining the museum's social media pages with frequent posts/shares/updates
- Work with museum staff to review and maintain the museum's website
- Help to strategize promotion of museum events through several mediums
- Assist museum staff in coordination of museum, campus and community events
- Help develop videos and other media for programs, events, etc.
- Customer service in the Museum gift shop, including opening and/or closing the store, straightening and restocking merchandise, and dusting shelving and displays in the store
- Learn about the various exhibits by shadowing tours and reading the tour guide document in order to lead tours for groups visiting the Museum
- Effectively communicate with the museum staff regarding questions/concerns and the progress of the project
- Develop and maintain positive working relationships with any UWSP employees or students involved in the assigned project

Fill out an application online at <https://forms.office.com/r/z6R156Tt8w>. For more information, stop in ALB 106A or email museum@uwsp.edu.

About us:

The UWSP Museum of Natural History is responsible for the professional curation of the university's various scientific collections, including those reserved for research and teaching purposes. The museum strives to serve as an educational resource to the university and the regional public. Each year the museum welcomes around 40 area schools (approximately 1,500 students) for guided tours and presentations. Because admission to the museum is free, funding depends heavily on donations and gift-shop sales. The dedication and commitment of the museum's staff, interns and volunteers are key to the museum's success.