



Public Relations/Social Media Internship

Reports to: Museum Director and Outreach Assistant

Credits: up to 4 per semester (with permission from the department)

Hours: 40 hours per credit (schedule can be flexible to fit student's schedule)

Duration: one semester with the possibility for continuation

Position Summary:

The intern will be working with museum staff, the University Communications and Marketing staff, and the UWSP Information Technology staff. The intern will be responsible for the promotion of the museum through various social media applications, doing minor updates the museum's website and helping to coordinate events as assigned by the Director and Outreach Assistant.

Position Requirements:

The intern must be a current junior or senior level UW-Stevens Point student in good standing, with experience using social media applications such as Facebook, Twitter, Instagram and Snapchat. The intern should possess strong leadership and problem-solving skills, excellent written and oral communication skills, and be detail oriented and self-motivated. Knowledge in SharePoint and web design is a plus. 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:

- Maintain the museum's social media pages with frequent posts/tweets/shares
- Work closely with museum staff to review and maintain the museum's website, keeping it up to date and editing as needed (or coordinating with the Web and Media Design staff)
- Help to promote and plan existing museum events such as Collection Crawl and Story Time
- Assist museum staff in coordination of museum, campus and community events
- 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

Benefits:

The intern can expect to gain practical experience in the job functions listed above. Upon successful completion of the internship, the intern may request a letter of recommendation.

Contact: Jenna Miskowic, Outreach Assistant, in person (ALB 106) or via 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.