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## MARKETING INTERN JOB DESCRIPTION

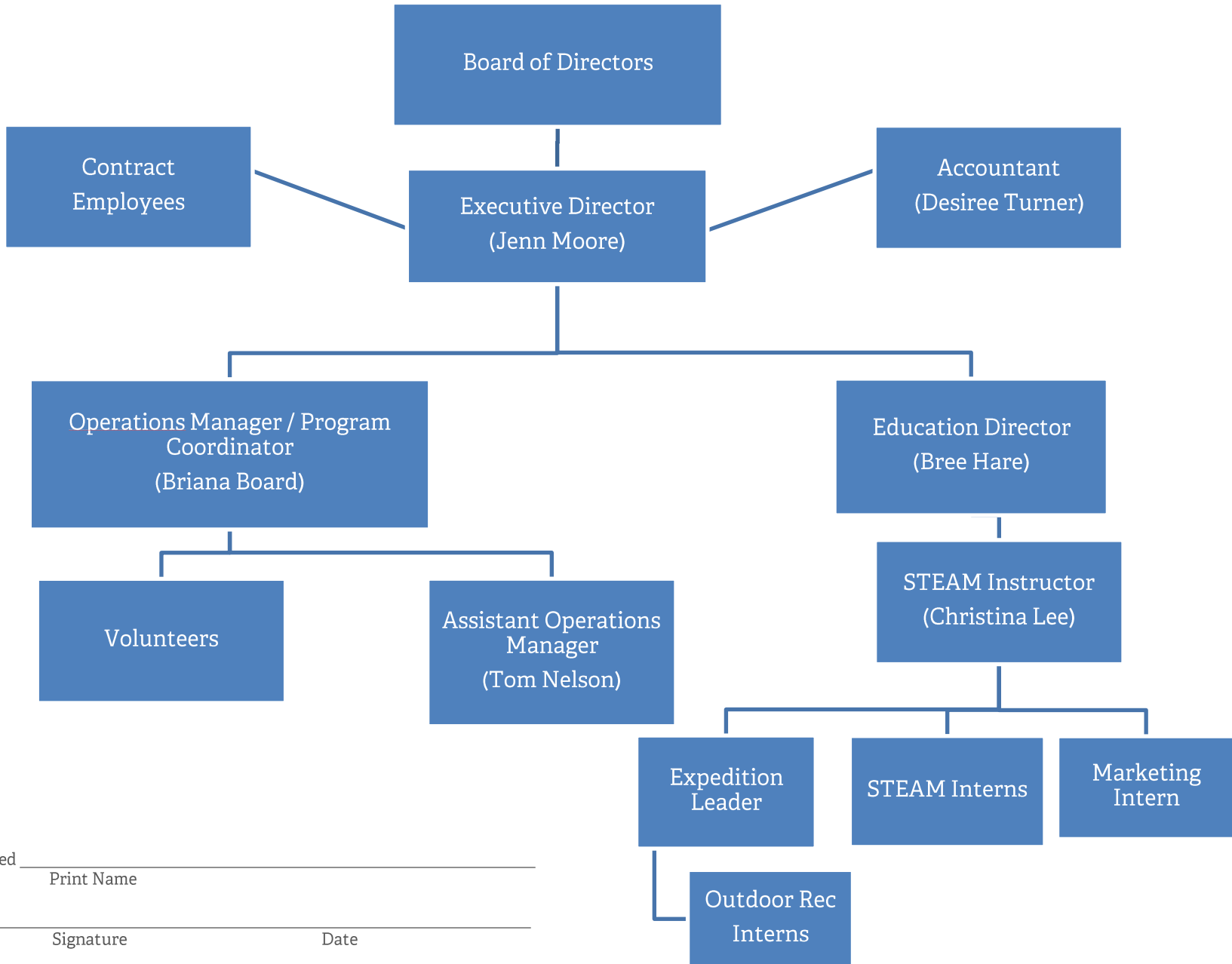
General Description of Responsibilities: The Marketing Intern is responsible for engaging and educating the general public about EUREKA! programs, events, and happenings. The incumbent will assist in the content creation and design of marketing materials, including flyers, emails communications, website, social media, videography, and exhibit hall monitors. The Marketing Intern reports to the EUREKA! McConnell Math & Science Museum Education Director. See Attachment A for the staff organizational chart.

### DUTIES AND RESPONSIBILITIES:

- Marketing
  - Develop social media content for EUREKA! accounts to capture the target audience
  - Monitor social media campaigns to analyze effectiveness
  - Assist with website revisions and changes
  - Develop content for exhibit hall monitors
  - Assist with developing materials for the annual fundraiser event
  - Create program and event flyers and post in strategic locations to capture the target audience
  - Develop eblast notifications to inform members, volunteers, and program participants of EUREKA! happenings
  - Assist with developing the EUREKA! Programs Guide
  - Take photos and videos of EUREKA! programs and events that can be used for social media, website, eblasts, etc
  - Assist with the distribution or delivery of marketing materials to parents / students both locally, throughout the state of Colorado, and other nearby states
  - Research upcoming offsite events that would be beneficial for EUREKA! to attend
  - Present information in a clear and concise manner
  - Engage and interact with audience members in a professional and positive manner
  
- Leadership & Teamwork
  - Must be a team player and able to take on leadership roles and responsibilities
  - Co-market with the Education Director, Executive Director, and other EUREKA! staff and volunteers
  - Perform work independently and in a team-based environment supporting EUREKA!'s vision, mission, and values
  - Ability to prioritize tasks
  - Develop and teach STEAM Programs to K-8<sup>th</sup> grade students as requested

- Assist with other tasks and collaborate with other EUREKA! staff members, as requested by a member of the EUREKA! management team
- Public Relations Responsibilities
  - Interact with audience members in a positive and professional manner
  - Utilize effective written and oral communication techniques when communicating with customers on the phone, via email, and in person
  - Dress and act in a professional manner when interfacing with customers
  - Maintain tracking reports of public relations activity
  - Represent EUREKA! when requested (e.g., at fundraisers, community events, outreaches)
- Safety
  - Adhere to and enforce EUREKA!'s safety policies, procedures and practices to ensure the safety of guests and staff
  - Be aware of and contribute to the development of important safety practices
  - Observe, document and report unsafe situations to a supervisor
  - Participate in safety training and respond to emergencies in an effective and appropriate manner that is consistent with common safety practices
  - Complete accident/incident reports as required
- Training & Professional Development
  - Attend trainings, orientations, and meetings as necessary
  - Maintain skills and abilities to effectively carry out all job functions
  - Maintain a valid CPR, First Aid, and AED certification
- Education, Experience, & Formal Training
  - Experience developing marketing materials in a work or personal setting
  - Passionate about working in the marketing field
  - Successful outcomes on a criminal background check
- Additional Knowledge, Skills, & Abilities
  - Ability to stay motivated, professional, patient, positive, respectful, hardworking and flexible
  - Comfortable speaking in front of large and small groups
  - Enthusiasm and dedication to learn and create marketing content
  - Professional written and oral communication skills
  - Organizational, time management, and problem solving skills
  - Attention to detail
  - Ability to take initiative
  - Working knowledge of Microsoft Word, Excel, Outlook
  - Ability to learn other software programs
  - Ability to recognize and respond appropriately to safety and security issues

**ATTACHMENT A**  
EUREKA! McConnell Science Museum  
Organizational Chart



Receipt Acknowledged \_\_\_\_\_

Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date