



Marketing & Communications Internship

Our internship program was created with the intention of continuing to evaluate ways in which we can enhance the visibility of the Museum's programs to attract a diverse audience – the overarching goal being to build a program that serves students' educational and professional development needs. Our aim is to nurture up-and-coming public relations professionals by offering a unique opportunity to work with a team that develops innovative programs that support the Museum's growth.

Work With a Non-Profit Organization

The Katonah Museum of Art promotes the understanding and enjoyment of the visual arts for diverse audiences. The Museum presents exhibitions that explore ideas about art, culture, and society – past and present – through innovative exhibition and education programs. The KMA offers lectures, films, workshops, concerts and other events for a general audience; and presents innovative and substantive programs for member schools. Our Learning Center is an interactive space in Westchester County where children can come to explore and create art. Our outreach programs for the local Hispanic immigrant population are at the forefront of community-based education programs. The Museum has been a vibrant arts provider and notable community asset for over sixty years. Our community values the intimacy of the KMA, embraces the importance of early arts exposure for children, shares a desire to enhance the Museum's exhibitions and programs with increasingly dynamic and innovative programs and is committed to the Museum serving as an important cultural destination.

Gain Experience

The Public Relations Intern will gain meaningful, real-world experience in key areas such as research, planning, implementation and evaluation. They can expect to develop confidence and marketable skills by engaging in or assisting with many of the following activities:

- Providing assistance with media announcements and events
- Preparing news releases and press materials
- Monitoring earned media coverage using the latest research tools
- Developing lists for targeted press outreach
- Maintaining the Museum's media database
- Interacting regularly with key press, pitching stories and replying to press inquiries

Qualifications:

- Previous internship or related experience in marketing or communications is a plus
- Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, or Public Relations)
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel). Knowledge of Adobe InDesign and Photoshop a plus
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with press and community contacts

- Self-motivated, good organizational skills, detail-oriented, ability to prioritize, multi-task and meet deadlines
- Enthusiasm for the mission of the Katonah Museum of Art and the audiences we serve

Schedule: Average 8 hours/wk.

Wage/ Salary: Unpaid; a small stipend for travel expenses, a formal evaluation or recommendation for program credit and acknowledgement in any publication resulting from their work could also be arranged.

Application Instructions: If interested please submit a cover letter and resume to cholder@katonahmuseum.org.