



Internship Title:	ONLINE MARKETING INTERN
About TSA:	The Smithsonian Associates advances the Institution's mission "to increase and diffuse knowledge" through life-enriching educational and cultural experiences inspired by the Smithsonian's research and collections for DC-region students, families, and adults, and for learning communities nationwide.
Intern Duties:	Support the Web & eMarketing Team by assisting with eMarketing projects, such as: <ul style="list-style-type: none">• Help with eMarketing campaigns by sending emails to targeted members of the TSA database to help fill open spaces in classes and tours.• Design, write and proof emails. Assist with website copy-writing• Using web analytics software to research results from marketing campaigns and report on findings• Participation in planning and strategy sessions for specific projects• May include some content management for social networking websites as well as friend communication and contest implementation• Assist with research as needed• Additional projects as assigned based on marketing needs and skills of applicant.
Professional Development Opportunities:	<ul style="list-style-type: none">• Develop enhanced communication skills for customer relation and marketing• Become familiar with common eMarketing tools, reporting and best practices that are valuable for future employment• Gain exposure to a wide variety of real life marketing needs and solutions• Practice database management and learning to target campaigns for greater ROI and lower COS, to ensure successful marketing approaches
Qualifications:	Candidates should possess the following skills: <ul style="list-style-type: none">• Strong writing, organizational and interpersonal skills. Impeccable attention to detail• Basic facility with computers and technology; basic html knowledge preferred• A basic knowledge of Photoshop and aesthetic abilities• Positive energy and an eagerness to learn.• Flexibility and the ability to thrive in a fast-paced environment. College students at the junior, senior and graduate levels studying marketing, communications, music/arts administration or public relations are preferred.
Seasons:	Spring (Jan – May), Summer (Jun – Aug) & Fall (Sept - Dec)
Time Commitment:	1 semester (Preference given to applicants who can stay a full school year)
Schedule:	Monday - Thursday, 9:00am – 5:00pm; Hours flexible
Supervisor:	Jamie Jean Schneider, E-Marketing Specialist
Compensation:	All TSA Internships are unpaid and housing is not provided. College credit may be granted, but must be coordinated in advance with the intern's university/college.
Location:	S. Dillon Ripley Center, Smithsonian Institution, Washington, D.C.
Application Deadlines:	Spring – October 1 Summer – February 1 Fall – July 1
To Apply:	Complete the online application at http://intern.si.edu/ . Click on the link for the <i>Smithsonian Online Academic Appointment System (SOLAA)</i> . Questions can be directed to the Intern Coordinator at TSAInternships@si.edu or 202.633.8641.