



Internship Title: E-MARKETING RESEARCH INTERN

About TSA: **The Smithsonian Associates (TSA)** 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 eMarketing to manage online questionnaires and conduct market research

- Pull customer segments from in-house database, send Zoomerang questionnaires, enter responses into Tessitura—TSA's customer relationship mgt. system
- Create and update questionnaires to encourage email opt-ins, identify customer
- Generate reports on questionnaire data and eMarketing campaigns
- Help conduct research on competitors, new online advertising opportunities, and on speakers and performers, who make presentations at the Smithsonian

Professional Development Opportunities:

- Market research, including online surveys and product development
- Data mining, customer segmentation, consumer behavior
- Direct marketing, email marketing, and online advertising
- Web & email analytics and online consumer behavior

Qualifications:

- Education/background in marketing, business, or related field
- Excellent computer skills with experience or an interest in customer database mgt.
- Experienced with Microsoft Office, esp. Excel and creating basic formulas
- Interest in market research, customer surveys, & basic statistics

Seasons: Spring (Jan – May), Summer (Jun – Aug) & Fall (Sept - Dec)

Time Commitment: 32 hours/week; 1 full semester

Schedule: Monday – Thursday, 9 a.m. – 5 p.m., schedule can be flexible

Supervisors: Dennis Smoot, Director, Internet Strategies

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 *Smithsonian Online Academic Appointment System (SOLAA)*. Questions can be directed to the Intern Coordinator at TSAInternships@si.edu or 202.633.8641.