

## **Museum Services & Communications Intern**

The Museum Services & Communications Intern will research, develop and implement a long-term communications and marketing initiative for the Uxbridge Historical Centre. This placement opportunity will look at the ways in which the Museum can utilize social media platforms and online tools to bring our programming and collections alive, build our online communities, and engage a younger demographic. In addition to supporting the UHC's day-to-day visitor services and resource development, the intern will be involved in a long-term project to develop a marketing strategy for the museum.

### **Job Details:**

Using social media channels, the intern will weave a consistent and relatable narrative between our online presence and our exhibitions, lectures, and programming. Additionally, the intern will be responsible for setting the metrics and outcomes of how we as an institution can mark our progress with online engagement of younger demographics over time.

- Research methods of using online platforms for non-profit organizations
- Analyze current social media marketing efforts; put plan in place to fill gaps, identify insights on when, where, why and how current audiences are participating
- Establish key communication goals; create content for social media shares ensuring consistency of messaging
- Develop a comprehensive action plan for the UHC's marketing and social media presence and establish metrics
- Support overall museum operations and assist front-line volunteers in all aspects of visitor services; promote Museum exhibitions and events
- Support overall resource development activities as needed
- Provide exceptional customer service whether greeting visitors or responding to online comments
- Broaden professional network to improve future employment prospects by visiting area partner institutions, attending opening receptions, panel discussions, workshops, etc.
- Participate in staff meetings, operational planning sessions, health & safety committee meetings

### **Qualifications:**

The Museum Services & Communications Intern is an unemployed or underemployed recent college or university graduate with a degree in cultural administration/marketing/museum studies. Other applicable areas of study could include non-profit administration or digital media. The ideal candidate has experience developing social media content, possesses superior organizational and communication skills, both written and oral, enjoys learning and sharing information, and is interested in providing superior customer service. Experience working with volunteers would be considered an asset. Experience using MS Office (Word, Excel) and social media is required.

Terms: This is a 16 week, 35 hours per week, contract position starting in June. The rate of pay is \$15.00 per hour. Candidates must meet all requirements of Young Canada Works in Heritage Organizations program ([www.youngcanadaworks.ca](http://www.youngcanadaworks.ca))

Location: Uxbridge Historical Centre, 7239 Concession 6, Uxbridge Ontario

To Apply: Interested applicants should submit their resume and covering letter with Museum Services & Communications Intern in the subject line to:

Pat Neal  
Manager/Curator  
Uxbridge Historical Centre  
Box 1301  
Uxbridge ON L9P 1N5  
[pneal@town.uxbridge.on.ca](mailto:pneal@town.uxbridge.on.ca)

Application deadline: May 18, 2018

*We are an Equal Opportunity Employer in accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code (OHRC). The Township of Uxbridge will provide accommodations throughout the recruitment and selection and/or assessment process to applicants with disabilities and/or needs related to the OHRC. Personal information provided is collected under the authority of The Municipal Freedom of Information and Protection of Privacy*

We thank all applicants, but only those selected for an interview will be contacted.