

# Social Media & Communications Intern



**INCUMBENT:** Vacant  
**REPORTS TO:** Media Relations & Marketing Production Manager  
**LOCATION:** Bowling Green, KY  
**STATUS:** Part-Time, Hourly, Temporary  
**DATE:** TBD

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## DESCRIPTION

The Social Media & Communications Intern will perform a range of duties to promote and execute marketing and communication initiatives. This includes areas such as creating promotional materials, website maintenance, social media presence, and marketing of National Corvette Museum (NCM) events and offerings.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assist in creating eye-catching content and promotions, and regularly monitor all social media channels including Facebook, Instagram, Twitter, Pinterest, TikTok, and LinkedIn, responding to comments and messages.
- Promote NCM events on local, regional, national, and international platforms including adding events to online calendars.
- Draft blogs, social copy, and other written promotions as assigned.
- Assist in making website updates and keeping content fresh.
- Assist as assigned in creating social media content for the Museum and its lines of business.
- Responsibilities are not all-inclusive, additional duties may be assigned.

## EDUCATION/EXPERIENCE

- High School Diploma or equivalent required.
- Must be pursuing a college degree in marketing, communications, or related field.

## QUALIFICATIONS

- Be a well-organized and self-directed individual who is a team player.
- Effective written and oral communication skills.
- Ability to understand, interpret, and research museum and sports car concepts.
- Ability to follow through on assigned tasks with limited supervision.
- Attention to detail and ability to edit and proofread.
- Excellent time management and organizational skills.
- Computer proficiency in Windows environment.
- Openness to continuing learning and upgrading of skills.
- Minimal design experience is required.

## ESSENTIAL PHYSICAL REQUIREMENTS

- Ability to sit and/or stand for long periods of time.
- Ability to lift and carry up to 10 lbs.
- Ability to operate a computer and other equipment in the office.
- Must have sufficient mobility to move around the office and the community