



Social Media and Reputation Management Intern Fall 2017

The intern will play an active role in the development and execution of Museum of the Rockies (MOR) digital marketing strategy.

Job Description:

For Social Media, the intern will write an annual Social Media Plan and draft September - January social media posts for Instagram and Facebook.

For Reputation Management, the intern will assist in maintaining MOR's presence on various third party review sites by drafting positive and relevant content for publishing, and generating timely reports for interdepartmental discussion.

Responsibilities

- Will use MOR's ReviewTrackers.com account to compose replies to consumer reviews posted on sites such as TripAdvisor, Facebook, Yelp, and Google+
- Will create and deliver timely customer review reports
- Will write a social media strategy document
- Will perform research to find articles, stories, resources, or other content that is relevant to our customer base to draft social media posts
- Will meet weekly with the Director of Marketing

Qualifications:

- Customer service experience is required
- Someone who comes across as pleasant, positive, and polite in online communications
- Attention to detail with strong written and verbal communication skills
- Creative self-starter who is comfortable with both taking initiative and working in collaboration
- Can demonstrate a strong familiarity with social media platforms, including but not limited to Instagram and Facebook
- Can demonstrate familiarity with third party review platforms including but not limited to TripAdvisor, Google+, and Yelp
- Willing to positively collaborate with interns, staff, and guests
- Willing to sign a Museum of the Rockies non-disclosure agreement
- Will meet all MSU Internship requirements of the Intern(s) declared School/Major
- The intern will use their computer to complete internship projects and tasks

This internship will benefit someone who is interested in marketing, management, community relations, customer service, audience development, and non-profit organizations.

Application Instructions:

Please email your resume and cover letter to:
Alicia Thompson, Marketing Director
Museum of the Rockies
marketing@montana.edu