

museum

National Museum of Ireland

Ard-Mhúsaem na hÉireann

Unpaid Internship in the Marketing Department - National Museum of Ireland

Job Title:

Marketing Intern

Description of Role:

To assist the Marketing Department with day to day business

Location: The position is located in main marketing office, Dublin

Starting Date: Week commencing 7th October 2013

Description of Internship:

Key responsibilities for the role will include, but are not limited to:

- Upkeep and management of the Marketing databases.
- Assisting in the production and distribution of promotional literature.
- Communicating with public and media.
- Assisting in public programme promotion and management.
- Assisting in the production and distribution of promotional literature, both on and off line.
- Assisting in the development of press releases and social media campaigns
- Develop marketing content for exhibitions and events
- Assisting at Exhibition Launches
- Assist with front-of-house duties from time to time.

Other responsibilities:

- Answering & returning telephone calls and emails in a friendly, professional and efficient manner
- General office duties, including filing, copying, organizing, stock control of marketing collateral
- Updating Museum events on external websites
- Assisting the Marketing Executive with projects.

Computer Skills

Microsoft Word, Outlook, Excel, Social media - Facebook and Twitter

Experience will be gained in:

- Developing organisational skills
- Knowledge of marketing theory and practice
- Experience in assisting with developing advertising plans, media plans, promotional literature
- Experience in assisting with the development of public relations plans – targeting national and regional media, weekly listing and features in local, regional and national media and photo opportunities where possible
- Networking with other service providers, other relevant organisations and cultural institutions
- Liaising with other NMI personnel, particularly the Education & Outreach Department, Curators and Facilities Departments
- Assisting in the organisation and running of events at the NMI.
- Maintaining Marketing Database.
- Providing administrative support to the Marketing Department including dealing with telephone enquiries, correspondence and filing, etc.
- Analytical skills (visitor numbers, effectiveness of budgets, marketing spend etc.)
- Development of IT, communication and organisational skills
- Experience of working as part of a team
- Experience in working with other tourism bodies

Interested in a career in marketing?

This unpaid internship will expose the successful candidate to all elements of the marketing mix in use within the National Museum of Ireland. This is a junior role and aimed at offering much needed marketing experience in a key cultural Irish attraction.

We are seeking preferably a graduate with computer knowledge and some marketing theory background with an interest in culture and the arts. The successful candidate will be required to commit to a **minimum of 4 months, Mon-Thurs 10am-4pm (hours negotiable)**. Please note that this is an **UNPAID** internship, however, the successful candidate will gain invaluable hands-on marketing experience and exposure to a busy marketing environment.

If you are interested please submit a CV along with a cover letter to: marketing@museum.ie

Ref: Marketing Internship

Please note: if you are in receipt of any Social Welfare payment you must have written permission from the Department of Social Protection to participate in this unpaid internship.