



Job title	Development Department Virtual Marketing Summer Intern
Reports to	Joe April, Director of Development
Work Conditions	<p>The location of the internship, whether on-site or remote, will be determined closer to the start date, and will be contingent upon COVID-19 restrictions at the time of the internship.</p> <p><u>On Site:</u> If it is deemed safe to offer in-person summer camp, the internship may take place on-site to allow the intern to work with other interns, staff and volunteers. All work that takes place on-site during the pandemic is conducted safely, following strict safety guidelines such as masks and physical distancing.</p> <p><u>Remote:</u> The internship may take place remotely to ensure health and safety protocol in response to the COVID-19 Pandemic.</p>
Hours	<p><u>On Site:</u> 37.5 hours/week, 10 weeks</p> <p><u>Remote:</u> 24 hours/week minimum (total of at least 240 hours over the course of the 10-week summer internship program)</p>
Start and End Dates	<p>10 weeks: June 7, 2021 – August 13, 2021</p> <p><i>*Exact start and end dates will be mutually decided upon between the intern and their supervisor at the museum.</i></p>
Compensation	<p>\$1,500 stipend, dispersed in 2 installments.</p> <p>Housing provided (optional, and contingent upon COVID-19 restrictions)</p>
Application Deadline	<p>All application materials are due March 1, 2021.</p> <p>See below for application instructions.</p>

About Strawbery Banke Museum

Strawbery Banke Museum is a 10-acre living history museum located in the heart of downtown Portsmouth. The museum interprets daily life in the same historic waterfront neighborhood over 300+ years, making the 37 historic buildings accessible to a wide range of visitors one of our primary goals. Strawbery Banke hosts an ever-growing number of special events and programs throughout the year. Seasonal and holiday signature events are time-honored traditions that help make Portsmouth the vibrant destination it is. Strawbery Banke is continually ranked as TripAdvisor’s #1 “Thing to do in Portsmouth” and Yankee Magazine Editors’ Choice: Best of New England Classics “Best Historic Village.”

Strategic Framework:

Strawbery Banke Museum:

- A place to learn,
- A place to gather,
- A place to preserve.

Mission Statement:

To promote understanding of the lives of individuals and the value of community through encounters with the history and ongoing preservation of a New England waterfront neighborhood.

Toward that goal, Strawberry Banke Museum:

- Acquires and conserves, for today's visitors and for future generations, historic buildings, objects, and other materials pertinent to its mission.
- Conducts research aimed at placing local developments within the broader context of city, state, and national history.
- Disseminates the results of that research to the public through exhibitions, publications, demonstrations, tours, symposia, workshops, and other educational activities and programs.

Internship Description:

Do you want to help a non-profit create and implement an integrated outreach, education, and awareness plan? Do you want to be integral to the success of initiatives that are making a difference in the areas of Sea Level Rise and educational equity initiatives?

Strawberry Banke Museum's Development Department is implementing a multi-level communications plan focused on increasing virtual engagement efforts with museum members, donors, corporate partners, and prospects. The Development Intern will help organize this effort and play an integral part in implementing it.

What you will learn:

Upon completion of the 10-week internship, you will also have extensive experience and knowledge of:

- Nonprofit fundraising methodology
- Virtual marketing materials
- Organizing and coordinating virtual awareness events
- Museum-focused marketing and communication programs
- Community engagement and social accountability efforts
- Integrated development database management

Duties and responsibilities:

This internship will be focused on virtual marketing and event coordination for 2 primary Campaign initiatives:

1. Sea Level Rise (SLR):

Rising ocean and ground water levels put Seacoast communities and historic sites at risk. The cellars of several historic houses at Strawberry Banke are flooding, with foundations and other structures being deteriorated. [Click here](#) to learn more. The SLR initiative will enable the museum to educate the public about this risk, and collaborate with Portsmouth, the state, and other partners on research and mitigation policies and best practices. The educational component will encourage the public, and the museum, to adopt practices that will reduce all of our carbon footprints.

2. The History Within Reach (HWR) Program (both in-person and virtual):

HWR is a long-standing, successful scholarship program that covers admission and transportation costs for trips to the museum, for economically underserved K-12 schools. For many students, HWR allows them to participate in their first school trip, their first visit to a museum, and their

first journey beyond their hometowns. The programs HWR students participate in follow national and state curriculum guidelines for NH, ME, and MA. History Within Reach Virtual was launched in response to the pandemic, adapting and expanding the museum's educational program as online experiences, including 3D field trips and live discussions with roleplayers and museum experts.

1. Campaign Virtual Marketing

- Conduct benchmarking research to determine organizations' best practices for successful and innovative virtual marketing/presentation of campaigns at similar museums and nonprofits.
- Convert current campaign documents such as our existing Case for Support into a creative electronic medium that will help increase our reach to a broader donor base.
- Convert other SBM programs and marketing collateral into a polished virtual presentation format.
- Help organize and implement specific appeals focused on target markets based around geographic, demographic and interest segmentations.

2. Virtual Event Coordination

- Coordinate and implement virtual awareness events (e.g., via Zoom) for SBM members, donors, and prospects, which will be presented by guest speakers around different topics within the campaign.
- Virtual Campaign Events will be focused on the Sea Level Rise Initiative and History Within Reach Education Program (see below for more information).

3. Collaborate with the Director of Marketing to develop the virtual marketing and event vision, and ensure consistency and alignment with SBM branding.

4. Participate as an active member of the SBM staff by attending weekly Development Team meetings and weekly SBM staff meetings.

Qualifications:

- Must be enrolled as a current undergraduate or graduate student in good standing in order to be eligible for a SBM internship;
- Creative;
- Familiarity with hosting Zoom meetings;
- Experience with marketing and graphic design software;
- Excellent research and problem solving skills;
- Strong written, oral, and communication/presentation skills;
- Pursuing degree in communications, marketing, museum studies, nonprofit management, or other related field;
- An interest in marketing, community engagement and/or non-profit management.

Housing provided by Strawberry Banke Museum

Optional on-site housing is provided in Hough House for interns who need housing, contingent upon COVID-19 restrictions at the time of the internship. In the event that shared on-site housing is not deemed safe for summer 2021, but a modified in-person summer camp program will be offered, the intern may be expected to commute or provide their own housing.

Hough House is open to all interns regardless of sex or age. While the common areas in Hough are co-ed, the bedrooms are single-sex based on the gender with which each intern identifies, and interns should expect to have a roommate for the duration of their stay in Hough House.

Application Instructions

All application materials are due by March 1, 2021 with the following requirements:

1. Complete the [online application](#) no later than 3/1/2021, including:
 - a. Cover Letter/Personal statement up to one page in length (PDFs only), detailing your interest in the internship program answering the following 3 questions:
 - i. What are your professional goals and areas of interest?
 - ii. What skills and abilities can you contribute to the museum's work?
 - iii. Describe the outcomes you hope the internship experience will produce.
 - b. Resume
 - c. All required questions in the [online application](#) form.

2. Submit two letters of recommendation from professors or supervisors in a related field. Letters can be submitted via email or mail to:

jcrowley@sbmuseum.org

Jessica Crowley

Director of Human Resources

Strawbery Banke Museum

PO Box 300

Portsmouth, NH 03802