

ROBERTSON SCHOLAR – JOB DESCRIPTION

EDUCATION & PUBLIC PROGRAMS INTERN

PROJECT IDEAS & OBJECTIVES

- **Digital Media**
 - In coordination with the education department staff, serve as the project manager for a K-12 education promotion video
 - Enhance “Bringing the Music to You” administrator & educator presentation/materials
 - Develop creative communication campaigns and programs to highlight the Museum’s education partners
 - Improve iPad tour program and usage for non-interactive permanent exhibits
 - Create comprehensive digital media archiving system for photos, videos and other media files
- **Research and Data**
 - Use the Museum’s email marketing software (Mailchimp) to develop and create automated email campaigns for membership, programming, education, and other specified departments
 - Use the Museum’s Management Software (Explorer Systems-Versai) and third party software developers to assist with the development of custom reports that are specific to GRAMMY Museum MS attendance, financials, and other operational metrics
 - Work with the curatorial staff on the coordination of the interactive “Mississippi Map” project with various Museum personnel and third party vendors
 - Develop a Museum annual report

QUALIFICATIONS & EXPECTATIONS

- Punctual
- Professional
- Comfortable interacting with kids and adults
- Works hard; Engaged; Produces their best work
- Asks questions; Initiates solutions; Creative; Flexible
- Works well independently and in a team atmosphere
- Has excellent communication skills