

# DETROIT HISTORICAL SOCIETY



**Job Title:** Applebaum Family Foundation Marketing and PR Intern – Temporary, Part -time

**Department:** Marketing

**Reports to:** Marketing Manager

**Hourly Wage:** \$15 an hour

The Detroit Historical Society's mission is to tell Detroit's stories and why they matter. Founded in 1921, the Society has been bringing together diverse voices and communities around the stories of the region to find their place in the present and inspire the future for over 100 years. Located in Detroit's cultural district, the Society administers and develops exhibitions and programming for the Detroit Historical Museum, the Dossin Great Lakes Museum on Belle Isle, and our Collection Resource Center at Historic Ft Wayne. The team cares for over 250,000 artifacts in its collection and relies on a staff of over 50 individuals to help to continue to bring Detroit's vibrant stories to life.

## Position Description

The Society seeks a Marketing Intern to participate in the Applebaum Foundation Internship Program (AIP) – Summer 2024. The Marketing Intern will work directly with DHS' marketing team to generate content and materials and create media opportunities to support DHS' marketing efforts around exhibitions, programs and events. This position is supported by the Applebaum Family Philanthropy. The position runs May 30, 2024 – July 26, 2024.

Preferred candidates will have a desire to work in the Museum or nonprofit sector, interest in Detroit history, and availability to work occasional nights and weekends for special events. Applicants must be enrolled in a college or university located in the state of Michigan; a current undergraduate student with at least second-year standing; and be located in southeast Michigan for the duration of the internship.

This is a part-time internship with a commitment of 25 hours per week, with 3-4 additional required programming sessions for professional development training and networking opportunities. As part of the Applebaum Internship Program, the selected candidate will be provided with \$15/hour for the 8-week internship.

This position is hybrid, and requires in-person onboarding.

## Major Responsibilities:

- Generate content, deliverables, and media opportunities to support the Society's general marketing plan.
- Develop cross-platform social media plan to increase engagement, views, and reach of DHS posts.
- Monitor DMs on all social media platforms and share with appropriate DHS staff.
- Develop social media asset guidelines in consultation with Marketing Director and Marketing Manager.
- Develop plan to increase DHS created video content across social media platforms; create video content for social media platforms.
- Plan the Society's weekly video feature across social media platforms by selecting videos from the Detroit History Archive and writing the accompanying copy.
- Assist with live social media content for assigned events and programs.
- Work in close collaboration with Applebaum Membership Intern to create social media marketing plan and assets for summer 2024 membership initiative.
- Participate in a minimum of three Roundtable Sessions provided by the Applebaum Foundation.
- Attend Detroit Historical Society all-staff meetings.

**Preferred Qualifications:**

The program is open to all college students living in southeast Michigan during the summer who are in their sophomore year or higher in a program of study.

- Project management skills, ability to problem solve, complete tasks, and think creatively.
- Excellent verbal and written communication skills.
- Ability to work independently and efficiently with a strong attention to detail.
- Ability to manage multiple tasks effectively and on time.
- Manage a flexible remote schedule.
- Video and graphic design skills are a plus.
- Experience working with Social Media Platforms: Facebook, LinkedIn, Instagram, X (Formerly known as Twitter), etc.
- Working knowledge of Canva.
- All components of Microsoft Office Suite 365.

To apply for this position, please send a cover letter, resume, and two sample social media graphics (for an exhibit or event at either the Detroit Historical Museum or Dossin Great Lakes Museum – visit [detroithistorical.org](http://detroithistorical.org) for listings) to [humanresource@detroithistorical.org](mailto:humanresource@detroithistorical.org) by April 15, 2024.

Please note the Hourly Wage prior to sending a resume and cover letter. Candidates must be willing to undergo a criminal background check.

**EEO Statement**

The Detroit Historical Society (DHS) is an Equal Opportunity Employer seeking to reach a broad and diverse candidate pool when filling vacant positions. We strongly encourage applications from individuals of diverse backgrounds. We sincerely believe that our organization and its work benefit from the perspectives and talents of a diverse staff. We do not discriminate based upon race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, status as an individual with a disability or other applicable legally protected characteristics. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform essential job functions.