



**Tri-Cities Historical Museum**  
**2025 Marketing/Development Internship Announcement**

**Part-Time:** 10-15 hours a week, 120 hours total. Flexible start date, summer 2025 internship.

**Internship Details:** The Tri-Cities Historical Museum is seeking an intern to assist with the Marketing and Development Department. The intern will work to complete the following projects:

➤ **Project 1: Design New Member Journey (Development/Marketing)**

*Touchpoints for a brand-new supporter of the Museum*

- Design a 12-month new member journey.
- Create supporting digital (web, social media, e-news, etc) communications.
- Create supporting print communications and work with applicable vendors.
- Build automations in Mailchimp, Bloomerang, and Wix.
- Design and implement a survey to gauge new members' trust and connection to the organization.
- Design follow-up solicitation(s) to retain new donors.
- Report on ROI, converted, donor retention, and recommended next steps.

➤ **Project 2: Design an Acquisition/Cultivation Event (Marketing, Event Design)**

*Entry event for inclined non-attenders (INAs) to become connected to the Museum*

- Conduct market research to select an INA target market.
- Design an event to engage, inform, and invite INAs to connect to the Museum (membership, volunteer, etc.)
- Create supporting digital (web, social media, e-news, etc) communications, including pre, mid-campaign, and post survey.

- Create supporting print communications and work with applicable vendors.
- Report on ROI, recommendations for future events, and next recommended steps for the event attendees.

### **Qualifications:**

- Currently an undergraduate or graduate student at an accredited school.
- Must be available to work on site in Grand Haven, Michigan.
- Individuals for this position should be interested in one of the following areas: Marketing, non-profit management, social media management, communications, fundraising, community outreach, or event planning and management.
- Though the position will be with the Tri-Cities Historical Museum, a major in History or Museum Studies is not required.
- Preference given to those completing the internship for college credit.
- Demonstrated ability to write and speak effectively.
- Physically able to lift 25 pounds.

### **Learning Objectives:**

- Learn Bloomerang, MailChimp, Canva, Hootsuite, and other online tools
- Graphic design for events/communication
- Leadership skills
- Solicitation skills for a nonprofit
- Event planning and development
- Resume building with museum staff

### **Dates, Compensation, and Commitment:**

- Intern must complete a minimum of **120 hours** between late May through August. Start date will be discussed and approved with the museum department supervisor.
- TCHM offers a flexible schedule. Interns must be available to work anytime from Monday through Friday, 9:00 am - 5:00 pm. Schedule must be approved in advance with the museum department supervisor.
- Interns will commit to being fully present and onsite for the duration of the internship.
- A \$500 stipend will be given to the intern upon completion of project/hours
- Interns must provide the appropriate paperwork to their museum department supervisor in accordance with their school's policy.
- **Application deadline is March 22nd!**

**For consideration, all applicants must submit the following:**

- Cover Letter*
- Resume*

**Please submit application and all questions to:**

Please submit any questions and all application materials to [ediller@tchmuseum.org](mailto:ediller@tchmuseum.org) subject line "Museum Internship Application - Your Name"

**Next Steps:**

- Applicants will be notified if additional information is required and/or if they have been selected for an interview.
- An interview (virtual or in-person) and background check are required.

**Equal Opportunity Employer:**

*The Tri-Cities Historical Museum is an equal opportunity employer. The Tri-Cities Historical Museum does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, gender identity or gender expression, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers, interns and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, interns, subcontractors, vendors, and clients.*