

# Honolulu Museum of Art

## JOB DESCRIPTION

<b>Job Title:</b>	Social media intern
<b>Department:</b>	Communications
<b>Supervisor:</b>	Digital media associate
<b>Employment Status:</b>	Part-time (Unpaid)
<b>FLSA Status:</b>	N/A
<b>Work Hours:</b>	10 hours/week, January 16-April 28 (total 150 hours) Monday-Friday with occasional evenings and weekends

The Honolulu Museum of Art (HoMA) is an equal opportunity employer committed to recruiting and retaining a diverse, qualified workforce. The museum strives to maintain a staff that works together to maintain its mission:

*To bring together great art and people to create a more harmonious, adaptable and enjoyable society in Hawai'i.*

Our Vision: To be a world-class institution with great collections of art and leading education programs. We will reflect changes that are happening in Hawai'i, Asia and the world.

Conceived as an institution that would make Hawai'i an even better place to live, the Honolulu Museum of Art (HoMA) is committed to showcasing the highest quality art from around the world for the benefit of residents and visitors. Art and education are central to the museum's mission, with 299,000 people visiting each year and 36,900 students participating in school programs both at the museum and throughout the community. The museum's art collection has grown into one of the most extensive in the United States, with a special emphasis on works of art that reflect the diverse communities that call Hawai'i home.

### **Job Summary:**

We are building a team of highly collaborative individuals who work with colleagues across the museum and engage with art, ideas, and audiences in a disciplined manner. The social media intern will assist the digital media associate to promote museum events, exhibitions, memberships, and products; strengthen the museum's brand; and advance the museum's mission. Day-to-day responsibilities will include developing social media strategies, content creation and scheduling, and social media analytics. The social media intern will also participate in museum marketing and PR activities including assisting with video production, photo shoots, and writing for the museum's blog.

### **Minimum Qualifications:**

- Working towards a college degree, preferably in marketing, communications, public relations, journalism, museum studies, or related field.
- Strong verbal and written communication skills.
- Familiarity with a wide variety of existing and emerging social media platforms including Facebook, Twitter, Instagram, Snapchat, Periscope, Tumblr, and Pinterest.
- Ability to prepare photographic and video content for the museum's social media platforms, using tools such as Adobe Photoshop and Adobe Premiere Pro.
- Excellent interpersonal and oral/written communication skills. Needs to be able to adapt copy from staff to suit usage on website.
- Rigorous attention to detail, excellent organizational abilities, manage multiple deadlines.
- Excellent computer skills, including the Microsoft Office Suite Adobe Creative Cloud.
- Ability to work independently and as part of a team.
- Excellent customer service/customer relations skills.
- Ability to work some late nights and weekends.
- Ability to work with diplomacy and tact at all times.

- Ability to take initiative, multitask, and work graciously in a fast-paced environment.
- Must be able to provide own smartphone

**Desired Qualifications:**

- Understanding of HoMA's established identity and dedication to maintaining it.
- Familiarity with Google Analytics and various social media analytics.
- Videography and video editing skills.

**Essential Duties:**

- Develop and execute short-term and long-term social media strategies.
- Create visual (photographic, video, and text) content for social media platforms.
- Assist with in-house video production and photo shoots.
- Assist with coordination of third-party media photoshoots
- Generate and edit copy and conduct photo research.
- Create and post content live to Twitter and Instagram from museum events.
- Contributing writer to museum blog/newsletter.

**Traits and characteristics:**

The successful candidate should demonstrate an ability to initiate and sustain momentum without close supervision. Exhibiting a polished presence, diplomacy, discretion and a deep respect and understanding of the museum and its brand.

**Working Conditions and Atmosphere:**

This position works with minimum supervision. Work will often be performed with short deadlines and situations sensitive to the museum. Due to the nature of the responsibilities, evening and weekend work is sometimes required, and at times may be on an emergency basis.