



INTERNSHIP ANNOUNCEMENT MARKETING & COMMUNICATIONS INTERN

Help set the stage for every child to imagine and learn through play as CMTM's Marketing & Communications Intern!

POSITION PURPOSE

The **Marketing & Communications Intern** assists the Marketing & Communications department by engaging in various tasks and offering support, all while gaining valuable hands-on experience with an organization dedicated to fostering children's healthy development through play-based learning. The intern will contribute to promotional efforts to boost admissions, increase event participation, solicit philanthropic contributions, and showcase community involvement. Collaborating within a team environment, the intern will acquire skills in implementing and evaluating a comprehensive multimedia marketing and communications strategy. Under the supervision of the Director of Marketing & Communications, this position works closely with the Marketing & Communications Associate and Marketing & Communications Assistant, playing a pivotal role in the overall Marketing & Communications efforts of the Children's Museum & Theatre of Maine (CMTM).

INTERNSHIP SUMMARY & LEARNING OBJECTIVES

Content Creation

- Work as a coordinated team following an editorial calendar. Research, pitch, create (Canva, InDesign, Adobe Express/ other), and publish brand-aligned content for web and social media channels.

Events

- Assist with engaging the public and promoting CMTM at outreach and fundraising engagements in Portland and the surrounding area.

Survey + Analysis

- Support the MarCom team in planning for, conducting, and analyzing visitor feedback through an onsite satisfaction survey.
- Assist in early website planning through research and reporting.
- Audit bulk and physical communications to help determine audience segmentation.

Other projects and assignments as they develop.



POSITION REQUIREMENTS

- Coursework and/or fieldwork in marketing, communications, public relations, new media, or a related field
- Excellent writing skills
- Comfortable working with technology used for digital publishing, such as Squarespace or WordPress
- Proficiency with Google Suite
- Proficiency with Adobe Creative Suite
- Proficiency with cell phone photography and app use
- Ability to speak Arabic, Portuguese, Spanish, French, Acholi, Somali, Lingala, Kirundi, Kinyarwanda, Swahili, Tshiluba, Khmer, or Vietnamese a plus

PERSONAL ATTRIBUTES

- Energized by [CMTM's mission and values](#)
- Enthusiasm for new ideas, initiative, and a strong can-do attitude
- Ability to seek and accept supervision and guidance
- Team player with a strong capacity to work independently
- Positive Attitude
- Punctual and able to follow schedules and routines
- Empathy, kindness, and commitment to creating a culture of belonging

SKILLS GAINED

- Researching and implementing strategic multimedia campaigns
- Digital Marketing
- Event promotion and support
- Organizing and reporting
- Content creation for a wide variety of platforms
- Communication with diverse stakeholder groups

REFLECTION, EVALUATION, AND ASSESSMENT

- Weekly reflections and check-ins with the MarCom department
- The department director and intern mentor will evaluate internship experiences to ensure learning objectives are met



- Midterm and final evaluation meetings will ensure interns receive critical feedback and have the opportunity to suggest improvements to their internship experiences

SCHEDULE

June to August 2024. Generally, Monday through Friday. Position hours and schedule are to be mutually determined. The internship requires a minimum of 100 hours.

COMPENSATION

Interns may earn school credit per college or university approval. CMTM's hourly wage for internships is \$16/hour.

Additional benefits include:

- snacks, tea & coffee available daily onsite
- staff events such as outings, parties, and lunches

CMTM has an equitable system of pay that offers a base rate based on position, longevity pay increases over time, merit-based raise opportunities, and cost of living base wage updates. This system is designed for equity, and as such, we do not have the ability to negotiate the compensation listed above.

HOW TO APPLY

Applications for this position will be open until April 5, 2024. After this time period closes, we will begin interviewing.

Each applicant is required to email a resume, CMTM employment application, letter of interest, and letter of recommendation to hr@kitetails.org.

The CMTM Employment Application can be found at <https://www.kitetails.org/jobs>

ABOUT CMTM

At the Children's Museum & Theatre of Maine, we set the stage for every child to imagine and learn through play.

We value Belonging.

Everyone belongs at the Children's Museum & Theatre of Maine. We believe each person has value and worth; we celebrate what makes each of us unique and what binds us together as a strong community



We value Play.

We embrace the power of play to build resilience, spark creativity, and ignite a child's imagination. Play inspires our work, our physical spaces, our storytelling, and our learning experiences.

We value Community.

We center community in all we do. We strive to be an inclusive partner and resource in order to build strong, lasting relationships.

We value Curiosity.

We believe curiosity inspires children to explore, build empathy, and connect with others. Learning fueled by curiosity leads to a deeper understanding of self and the world around us.

We value Trust.

We provide safe, inclusive experiences and spaces to ensure that the community's trust is earned and upheld in all that we do.

The Children's Museum & Theatre of Maine is an equal opportunity employer.

We prioritize diversity amongst our team and leadership, and we strongly encourage people of all traditionally marginalized identities to apply. Applicants will not be discriminated against because of race, color, sex, sexual orientation, gender identity or expression, age, religion, national origin, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state, or federal laws.

We are committed to making our facilities and programs accessible and safe for all members of our community, staff, and volunteers. We are actively working to increase accessibility and usability of our website, building, and educational activities. Supervisors work collaboratively with employees to make accommodations and modifications to accommodate the employee's needs, including physical changes, assistive technologies, accessible communications, and policy enhancements. In doing so, we adhere to the available standards and guidelines and, in many cases, go beyond the guidelines to uphold our philosophy that our staff should have a safe and welcoming work environment where they can learn and grow. For a full description of our facility's accessibility, please visit: www.kitetails.org/accessibility