



MUSEUM *of* RICHMOND

Second Floor, Old Town Hall,
Whittaker Avenue, Richmond, TW9 1TP
020 8332 1141
learning@museumofrichmond.com
www.museumofrichmond.com
[Facebook.com/MuseumofRichmond](https://www.facebook.com/MuseumofRichmond)
[@museumrichmond](https://www.instagram.com/museumrichmond)

Marketing Internship (Unpaid)

The Museum of Richmond, which celebrates the rich heritage of Richmond, Ham, Petersham and Kew, through its exhibition, events and education programmes, is looking to appoint a dedicated Marketing Intern to assist with the development and implementation of its audience development programme.

The Marketing Intern will assist directly with the promotion of current and upcoming events. He/she will develop a strategy to expand and diversify the museum audience as well as increasing our contacts within the education sector.

The intern will gain experience in the following areas:

- Helping with the distribution of flyers and posters for events and exhibitions
- Developing new event ideas to complement the museum and engage audiences.
- Development and implementation of consistent feedback tools and surveys.
- Researching and implementing new marketing tools, taking into account cost efficiency.
- Assisting with event bookings, promotion and developing the museums relationships with journalists.
- Assisting with marketing administrative tasks, such as data inputting.
- Updating the museum's social media accounts and website.

This role is particularly suited to an individual with an interest in history/heritage or the cultural sector and who has experience working in a communications, marketing, social media or PR. We are looking for someone who would be dedicated to promoting a small museum, who is brimming with new ideas, but has the knowledge and experience to follow those ideas through. You will be working with enthusiastic small team of staff and volunteers. The internship will provide you with the opportunity to get a wide range of first hand experience across different areas.

Students or graduates in a subject related to Marketing such as Marketing, Journalism, Communications, Visitor Studies or Arts Administration are particularly encouraged to apply.

To apply please complete a Volunteer Application form and send it to the Learning and Audience Development Officer at learning@museumofrichmond.com with the subject heading Marketing Intern.

For any questions about the role please contact

Victoria McGrath

Museum of Richmond: Learning and Audience Development Officer

learning@museumofrichmond.com

0208-332-1141