SUMMER 2019 INTERNSHIP ANNOUNCEMENT

Guest Services: Marketing

Position Title: Marketing  
Preferred Start Date: May 2019  
Duration: 3 months  
Days required per week: 3  
Hours required per day: 4

Position Information

Interns projects will consist of writing articles to be used in newsletters, taking pictures for social media, delivering marketing collateral locally as needed, entering project due dates in calendar, organizing digital marketing collateral for easier access, filing, enhancing our profiles on tourist social media, and researching and designing traveling trade-show booths.

The Advertising and Marketing intern’s primary duties include but are not limited to:
  - Assist with content writing for the website, blog, social media and sales and marketing collateral.
  - Assist with customer testimonial and case study persona.
  - Coordinate and improve processes related to filing and management of marketing graphics, collateral, images, etc.
  - Assist with event planning for trade-shows and other key events.
  - Assist with project coordination.
  - Conduct Competitive Analysis and Market Research.
  - Organize program marketing time-line.
  - Assist with collateral updates and brand control.
  - Other duties as assigned.

Knowledge, Skills, and Abilities

Intern should have excellent computer knowledge with proficiency in Microsoft Word, Outlook and Excel. Writing and proofing skills are also required. Excellent communication skills (written and verbal) and administrative skills. Ability to work independently and complete assigned tasks within identified time frames. Organized, dependable and detail oriented. Team player with a cooperative spirit. Quick learner and efficient. Special consideration will be given to candidates with Google Analytics experience.

To Apply

Submit a complete internship package by mail or email including the following:
  - Completed and signed Internship Application Form
  - Resume
  - 2 Letters of Recommendation
  - College transcript (a photocopy is acceptable)
  - Letter of interest stating reasons for wanting to be an intern at the ALPLM, including:
    - Personal goals
    - Expectations of intern experience
    - How the internship relates to career plans
    - What he/she believes they can contribute to the Museum and/or Library
    - Special interests and abilities
  - If doing this for university credit, supply school requirements and advisor’s name and contact information

Mail or email your completed application package to:
Abigail Cline  
Education Coordinator  
Abraham Lincoln Presidential Library and Museum  
112 North Sixth Street  
Springfield, IL 62701  
Abigail.Cline@illinois.gov