

# **HBCU/MIHE Summer Internship Program**

Candidates interested in these opportunities should complete an application (link below) and submit their application, resume, as well as a cover letter and transcript to <a href="mailto:employment@ncdcr.gov">employment@ncdcr.gov</a>.

## Requirements of this internship program:

- Must have a cover letter and transcript attached with resume.
- Must have a 2.5 or higher GPA
- Must be a current student attending a Historically Black College or University (HBCU) or a Minority Institution of Higher Education (MIHE) in the state of North Carolina
- Must work 40 hours per week for 10 weeks in the summer and will be paid \$15.00 per hour

# **Hart House Interpretation Intern, Durham County**

<u>Project Objective</u>: To assess existing sources and gather new sources for the interpretation of the Hart House, an 1851 slave quarter that was renovated by descendants of enslaved people into the 1960s. The intern will research the material culture and furnishings of an African-American sharecropping home in North Carolina circa 1930. The intern will develop ideas for interpretive programs or events that would use the structure to teach about emancipation, sharecropping, and the legacy of Stagville for descendants of enslaved people. The research and program ideas will prepare the site for the upcoming renovation and expanded use of the Hart House.

<u>Major Tasks to Be Performed:</u> Assess existing oral history and archival sources for the Hart House; work with Hart descendants to gather additional sources; research comparative sites as needed; brainstorm potential programs; write a final report as summarized below.

<u>Final Product or Outcome Anticipated:</u> A report detailing research findings, recommendations for a furnishings plan, and potential interpretive programs or interpretive uses for the Hart House. Requirements:

- Good oral and written communication skills
- Good analytical thinking skills
- Experience in research

#### **Minimum Education and Experience Requirements:**

Applicant should be a rising junior, senior or graduate student studying natural science or in the educational field.

# African American History Programming Assistant Intern, Wake County

<u>Project Objective:</u> To provide an intern with the opportunity to support Museum Education Section staff with African American History programming happening here at the Museum.

<u>Major Tasks to be Performed:</u> Research and Produce an African American History Scavenger hunt for Elementary Aged Children, assist with the African American History Highlights Tour, assist with African American History Educational Podcasts, assist with AACC Planning for 2019 African American Cultural Celebration held in January of each year.

<u>Final Product or Outcome Anticipated:</u> The production of an African American History Scavenger hunt for Elementary Aged Children, production of at least one African American History Educational Podcast, as well as invaluable experiences gained by the intern getting firsthand experience working in the Education, History, and Museum fields.

#### Requirements

- Applicants will have to have experience working with elementary age children
- Good oral and written communication skills
- Good analytical thinking skills
- Experience in research

### **Minimum Education and Experience Requirements:**

Student must be a rising junior, senior or starting or already in graduate school studying Education (Early Childhood, Elementary, Secondary Education, Concentration) History, Public History, African American History

# Aquatic Animal Propagation and Gopher Frog Conservation Intern, New Hanover County

<u>Project Objective</u>: The North Carolina Aquariums have a strong focus on conservation of wildlife and wild spaces. The intern working on this project will play a large role in conserving our aquatic resources by helping the NC Aquariums breed and raise animal's common to the aquarium collection, thus reducing the need to remove animals from the wild. This intern will also play a large role in helping to re-establish the Carolina Gopher Frog, a species of special concern, by participating in a gopher frog head start program with the NC Aquariums and Wildlife Resources Commission.

Major Tasks to be Performed: After a thorough training period in our larval rearing program, this intern will be responsible for collecting eggs, preparing them for hatch-out, observing rearing tanks for larvae and giving the aquatic larvae their daily care. All activities will be recorded in specific log books and in the aquarium database. This intern will also be responsible maintaining the plankton cultures they will be using to feed the aquatic larvae. The gopher frog project will require daily tank maintenance, animal feeding, record keeping and frogs will eventually need to be tagged and released back into their natal ponds.

<u>Final Product or Outcome Anticipated:</u> This project will result in aquatic animals being raised in-house and added to the collection, which will help the aquarium reduce the number of animals purchased or collected and may also allow the aquarium to discover the life cycles of animals never reared before in aquariums. The gopher frog project will give us valuable genetic analysis data from collected eggs and will greatly assist in adding more animals back into their native habitat.

#### **Requirements:**

- Experience or interest in conversation of live animals
- Experience with maintaining and feeding live animals
- Good oral and written communication skills
- Experience with research

## **Minimum Education and Experience Requirements:**

Student should be a rising junior, senior or Graduate studying Biology, Marine Biology, Fisheries, Natural Science, Aquaculture

# **Communication Analyst Intern, Wake County**

Project Objective: Reduce cost of phone services

Major Tasks to be Performed: Analysis of phone service

Final Product or Outcome Anticipated: Recommendation for phone service vendor

#### Requirements:

- Must have 3 credit hours of accounting courses
- Must be able to work with basic computer functions (Excel, Word, Outlook)
- Good oral and verbal skills

#### **Minimum Education and Experience Requirements:**

Student should be a rising junior, senior or graduate student Studying Accounting, Business

## **Kids Zone Play Leader Intern, Randolph County**

<u>Project Objective</u>: During the internship, the intern will research, develop and implement an environmental education program that can be presented in Kidzone and with the Family Nature Club. In order to complete, their project we have designed the Kidzone internship to provide participants with practical learning experience and knowledge in nature play and learning practices in addition to informal environmental education program development and implementation.

Major Tasks to be Performed: Serve as a Play Leader in Kidzone, the North Carolina Zoo's natural play area for children. Play Leader's facilitate play and learning opportunities at Kidzone. Playing with and learning through nature can be a vehicle for environmental literacy and a way to support educational undertakings geared towards conservation, health, and multidisciplinary learning across the sciences and humanities. Play leaders set the stage for and support free play as well as provide playful learning experiences which affords a context for learning as children actively engage with people, materials and the natural world. Guided learning opportunities include leading hands-on nature experiences such as wildlife explorations (turning over rocks looking for pill bugs, for example) and introducing children to wildlife observation and its tools (binoculars, dip nets, magnifiers); guiding informal nature walks within Kidzone; exploring the life in and around the wildlife attraction pond (looking for water bugs, frogs, toads and dragon flies); exploring the life cycle of butterflies in our wildlife attraction gardens; and sharing information on our local species with biofacts and Education Animal Ambassadors. We would also help them design at least one education program that they would offer multiple times for Kidzone guests during their internship. The topic would be based on their interests, but would need to meet our goals for programming. Participation in Kidzone's Family Nature Club hikes and outdoor experiences. Kidzone's Nature Club, Nature Rocks, is dedicated to connecting children and their families to the natural world through play, investigation and discoveries. The aim of the Family Nature Club is devoted to providing opportunities for all children and their families, especially underserved populations, to feel more comfortable spending time with their children outside. A Family Nature Club ongoing goal is to reflect and engage the diversity of our community. The intern will assist with nature hikes (leading walks, animal observations and pond dipping), help with nature crafts; present informal environmental programs; and lead animal encounters in KidZone. The intern will also participate in one Family Nature Group camp out. We would also help them design at least one education program that they would offer multiple times to the Nature Rocks families during their internship. The topic would be based on their interests, but would need to meet our goals for programming. They will research, develop and implement an environmental program that can be presented in Kidzone and with the Family Nature

Club. The intern will be given time to acclimate to Kidzone and the Family Nature Club activities, plus observe current programs before they choose the topic they wish to explore. They will be introduced to North American Association for Environmental Education's Non-Formal Environmental Education Programs Guidelines for Excellence as their guide for creating an engaging, informative and quality program. The interactive program will include natural history and conservation messaging that is age appropriate. In addition to presenting to the public, they will provide the CES department with the written program and include a plan for evaluation. At the end of the summer, they will prepare a presentation of their experience as part of the Zoo's research intern symposium, which we have been hosting for several years.

#### Requirements:

- Applicants will must have experience working with elementary age children
- Good oral and written communication skills
- Good analytical thinking skills
- Experience in research

## **Minimum Education and Experience Requirements:**

Student should be a rising junior or senior studying Early Childhood Education, Art, Theater, Education, Environmental Education, Leisure Studies (Park and Rec), Child Development and Family Studies

## **Conservation Stewardship Intern, Wake County**

<u>Project Objective</u>: The intern will learn about North Carolina's Nature Preserves Act and the associated 533 nature preserves by visiting sites protected under the Act. This will include gaining an understanding of the role of government conservation agencies in establishing the nature preserves. They will develop skills in monitoring and reporting conditions at the nature preserves. They will also learn about the Natural Heritage Program's role in collecting data and cataloging rare and imperiled species and habitats. This will be experiential. The intern will have a mix of office and field time which will include working with biologists and ecologists in the both settings. The intern will witness a full cycle of the process of conserving land, including office research, planning and executing field surveys, and compiling reports under the supervision of experienced members of the team.

#### Major Tasks to be Performed:

- Travel to Dedicated Nature Preserves and Registered Heritage Areas throughout North Carolina.
- Meet local land managers and volunteer groups to share information about Nature Preserve Agreements.
- Hang signage in prominent locations near trail heads, information kiosks, and visitor centers, in coordination with local nature preserve staff.
- Gather observations for stewardship monitoring reports; photograph conditions at each preserve.
- Organize travel logistics, including reserving state vehicles, reserving hotels when needed, navigating to nature preserves, and completing documentation required for reimbursement.
- Read the Nature Preserves Act and associated Administrative Codes.
- Review Exhibits and maps of the Dedicated Nature Preserves, Registered Heritage Areas, and most recent monitoring reports.
- Prioritize 20 nature preserves to be visited during internship based on Intern's interests and the needs of the Program.
- Develop a schedule of visits, in coordination with NHP staff and local land managers.

- After each nature preserve visit, complete monitoring reporting in the office by recording observations in Biotics database, creating maps of areas surveyed, filing observation reports in NHP files, and filing photos in Preserve files.
- Complete a final summary report at the end of the Internship program.
- Contact local land managers prior to conducting surveys; coordinate logistics with local land managers and Natural Heritage Program staff.
- Research and assist in marketing outreach for the Natural Heritage Program, by helping update
  marketing materials including posters, displays, fliers, bookmarks educational materials, and
  social media posts.

<u>Final Product or Outcome Anticipated:</u> The final product of the internship will be monitoring and marking Nature Preserves. If successful the student will have placed informational signage in public spaces marking the locations of nature preserves and through this process will develop an understanding of the work of the NC Natural Heritage Program.

#### Requirements:

- Applicant must have research experience
- Must have reporting experience
- Must present good oral and written skills
- Must possess analytical skills

#### **Minimum Education and Experience Requirements:**

Student should be a rising junior, senior or graduate student studying natural resources, engineering, agricultural, social sciences, planning,

# **Digitizing Hidden Collections Intern, Wake County**

<u>Project Objective</u>: to allow an intern to help establish working relationships among state, local, and university agencies involved with implementing digital projects; to provide an arena where a future librarian or archivist can refine their knowledge of preparing descriptive metadata for digitization projects, and to understand the basics of records handling and management.

Major Tasks to be Performed: work with participating archives and libraries throughout the state to ensure they submit proper metadata for collections to be scanned; assure data integrity; act as liaison between the repository, State Archives, and the Digital Heritage Center at UNC-CH Library. Be available to provide guidance to participating repositories and fields complex questions to supervisor or UNC-CH. Final Product or Outcome Anticipated: Solid network of participating repositories established; completed and corrected metadata spreadsheets; established working relationships among participating repositories, the State Archives, and UNC-Chapel Hill

#### Requirements:

- Applicant must have experience working with a database system
- Must possess good oral and written communication skills

#### **Minimum Education and Experience Requirements:**

Applicants should be a rising junior, senior or graduate student studying Library science, History, Public History, Records Management, Archival or Special Collections. *Graduate student preferred* 

## Documenting NC Historic American Indian Schools Intern, Wake County

<u>Project Objective:</u> Conduct research and prepare materials for drafting of historical context for historic American Indian schools in North Carolina, including properties where the school buildings are no longer standing; inventory American Indian Schools (surviving and gone); record information in State Historic

Preservation Office and Office of State Archeology databases and maps for historic places; prepare an outreach poster for project.

Major Tasks to be Performed: (1) Prepare annotated bibliography of source material, scholarly research and articles, and other available information on historic American Indian Schools in North Carolina, and conduct and record oral history interviews with community members who attended historic American Indian Schools; (2) create database of American Indian schools in North Carolina, including location, age, status, and tribal affiliation; (3) With the State Historic Preservation Office (HPO), prepare architectural survey forms for any surviving schools built before 1970, and map in HPOWEB, the statewide GIS mapping enterprise for the HPO; non-extant schools will also be mapped in HPOWEB; (4) With the Office of State Archeology, prepare cemetery forms for any community cemeteries related to a school and map them in the archeology layers of HPOWEB; (5) With the Office of State Archeology, prepare a poster summarizing the project's research and findings for outreach purposes.

<u>Final Product or Outcome Anticipated:</u> This work will provide information on American Indian Schools in North Carolina that can be used to develop a historical context, educational materials, historical markers, and potentially a multiple property nomination for the National Register of Historic Places. It is also anticipated that the student will prepare an educational poster depicting the distribution of American Indian schools that can be shared with the community.

#### Requirements:

- Applicant must have research experience
- Applicant must have database experience
- Applicant must possess goo oral and writing communication skills

## **Minimum Education and Experience Requirements:**

Student should be a rising junior, senior or Graduate student studying Anthropology, History, American Indian Studies

# **Education Intern, Wake County**

<u>Project Objective:</u> Assist education department in various education and audience development activities, educational concerts, workshops and publication production, while pursuing an organization-wide understanding of orchestra administration.

<u>Major Tasks to be Performed:</u> Assist with preparations for the annual Teacher Workshop in August, including communication with teachers, editing concert materials and providing on-site technical support during the workshop. Assist with planning education activities to take place during the 2018-19 season.

<u>Final Product or Outcome Anticipated:</u> The Education Intern will work successfully with North Carolina Symphony staff, volunteers and teachers to present an informative and beneficial workshop for teachers and will use organizational skills to help prepare the education department for the 2018-19 season. Requirements:

- Applicant must have a music background
- Applicant must have a planning experience
- Applicant must possess good oral and writing skills

#### **Minimum Education and Experience Requirements:**

Student should be a rising junior or senior studying Music Education, Music Performance, Music Industry Studies

# **ANCHOR--A North Carolina Online Resource Intern, Wake County**

<u>Project Objective:</u> Update and expand a section of content in INCH, a section of NCpedia. INCH is content originally published in LEARN NC's North Carolina History: A Digital Textbook.

<u>Major Tasks to be Performed:</u> Update and create new articles in INCH. Add primary source documents, images, and video to INCH. Develop classroom activities utilizing information in INCH for 4th or 8th grade classrooms.

<u>Final Product or Outcome Anticipated:</u> 3-10 learning objects (composed of new or updated articles, digital primary sources, videos, and classroom activities) for inclusion in INCH Requirements

- Applicant must have experience working with students in the 4th through the 8th grade
- Applicants must possess good oral and writing skills
- Applicants must have experience working or developing classroom activities

## **Minimum Education and Experience Requirements:**

Student should be a rising junior, senior or graduate student studying Library/Information Science, History, Public History, Education, Instructional Design. *Graduate student preferred* 

# Iron Ore Belt Access Development Intern, Guilford County

<u>Project Objective:</u> To work with state park rangers in further developing the newer traditional side of Haw River State Park.

<u>Major Tasks to be Performed:</u> Develop onsite educational programming. Develop a plan for a natural play area and begin installation if time permits. Develop a layout for a picnic area. Assist the rangers with maintaining the current four-mile trail and begin exploring the property for additional trail sites. <u>Final Product or Outcome Anticipated:</u> A new picnic area and new trail(s) at Iron Ore Belt Access at Haw River State Park. More public programs and awareness of the park through advertising. Requirements:

- Applicant should have a Natural science background
- Applicant should be in an educational field
- Applicant should have good oral and written schools
- Applicant should have applied critical thinking skills

## **Minimum Education and Experience Requirements:**

Student should be rising junior, senior or graduate student studying Natural sciences and Education Field

# <u>African- American History Research & Interpretation Intern, Mecklenburg</u> County

<u>Project Objective:</u> To aid in the expansion of the interpretive narrative of the President James K. Polk State Historic Site. The intern's work will provide the foundation for expanding the site's narrative to more fully include the story of enslaved members of the Polk household, as well as the story of enslaved people throughout the county and region.

Major Tasks to be Performed: Research life among enslaved peoples in Mecklenburg County between the late 18th-early 19th centuries. Obtain historical answers to research questions laid out by Historic Interpreter. Research questions relate directly to the enslaved people that lived and labored on the Polk Family Farm. Identify historical and archival records related to the Polk Family's business interests. Work with Historic Interpreter to transform historical research into interpretive content. Work with Historic Interpreter to develop interpretive content into a visitor-centered product.

#### Requirements

- Applicant must have experience with research
- Applicant must possess good oral and written skills
- Applicant must have experience with research

**Minimum Education and Experience Requirements:** Students must be a rising junior or senior studying Liberal Arts, History, Public History, Museum Studies, Preservation/ Conservation, Archeology, Anthropology, Geology

# Jonkonnu Workshop Coordinator Intern, Craven County

<u>Project Objective</u>: Jonkonnu, an African American celebration with roots in the Caribbean and slave ships from West Africa, is brought to life at Tryon Palace. A fusion of music and dancing, the Jonkonnu troupe is one of Tryon Palace's most beloved and recognized special programs.

The Jonkonnu Workshop Coordinator will manage the summer workshops devoted to instructing children on the cultural and historical significance of Jonkonnu in North Carolina. These workshops take place once a week, on Tuesdays, from June 19 to August 7. The intern will have the opportunity to work with under-privileged children aged 7-15 and help educate them about Jonkonnu and African American heritage through art, music, and dance. He or she will assist the participants in learning new songs and will develop simple crafts. The workshops culminate in a free public Jonkonnu performance at Tryon Palace that educate the public about this noteworthy part of African American history.

Major Tasks to be Performed: Learn about the history of Tryon Palace, especially the African American history and the history of Jonkonnu in North Carolina; create a schedule for Jonkonnu workshops and distribute to Tryon Palace's Public Affairs branch; interact with community and visitors; be energetic and able to make decisions quickly and independently; supervise students in weekly workshops; observe and assist with the coordination of two African American Lecture Series; observe and assist with the coordination of the Jonkonnu troupe's performances atTryon Palace's July 4th and Multicultural Day events.

<u>Final Product or Outcome Anticipated:</u> The Jonkonnu Workshop Coordinator will work in multiple areas of the museum education field. With the Jonkonnu workshops as the primary focus, he or she will also take part in recurring African American Lecture Series and Heritage Walking Tour and other events featuring the Jonkonnu troupe. The intern will learn the significance of interpreting African American history and how inclusive programs meet the museum's mission and educational goals. He or she will gain an appreciation for the importance of African American history education at Tryon Palace while learning that the interpretation of diverse populations transcends ethnic and cultural lines. The organizational skills and the knowledge of history, art, and music the intern obtains at Tryon Palace will be demonstrated at a public Jonkonnu performance by the workshop participants on August 7, 2018.

#### Requirements:

## **Knowledge, Skills and Abilities / Competencies:**

- Applicant must have a background in dance
- Must have an outgoing personality
- Must have experience working with children ages from 7 to 15 years old
- Must have good oral and written skills

#### **Minimum Education and Experience Requirements:**

Student should be a rising junior or senior studying History, Education, Anthropology, Archaeology, Dance, Dance Edu, Art, Art Education, Music Education, African American Studies, American Studies, English, Inter-disciplinary Studies

# **Land & Water Conservation Fund Intern, Wake County**

<u>Project Objective:</u> Review and update the LWCF data records especially the boundaries stored in GIS. <u>Major Tasks to be Performed:</u> This project will support the North Carolina Division of Parks and Recreation in developing a comprehensive record keeping strategy for the Land and Water Conservation Fund (LWCF). LWCF monies have funded a number of federal, state and local recreation projects throughout North Carolina. Accurately depicting the location of funding is essential to demonstrating the benefits of the program and promoting future projects. This project will develop a record keeping strategy for LWCF funding and implement this strategy using a geographic information system (GIS) program. The successful candidate will assist in the development of the record keeping strategy, identify project boundaries using GIS, develop attribute tables and produce a standardized map of each project.

<u>Final Product or Outcome Anticipated:</u> Standard reference maps and a functioning data layer for use by the Division and its partners.

#### Requirements:

- Applicant must have experience with record keeping
- Applicant must have experience with planning
- Applicant must be experience with GIS software

## **Minimum Education and Experience Requirements:**

Student should be a rising junior, senior or graduate student studying natural resources, engineering, agricultural, social sciences, planning,

# Museum Camp Coordinator Intern, Guilford County

<u>Project Objective:</u> Using research, collections and artifacts from the Palmer Memorial Institute, the intern will create and implement half-day summer camp programs that will focus on student life during the early to mid-1900s, highlighting aspects of African American art, culture, and education. The intern will develop this summer program for students in grades K-5 to enhance the museum's education program offerings.

Major Tasks to be Performed: Create a program offered 10:00 am-2:00 pm during the week for summer camp, day care, church and community groups. This program will run from mid-June to the end of July. Recruit and work with teen and adult volunteers to facilitate activities and to create an ongoing volunteer contact list. The intern will also lead groups through various activities. Use communication tools (e-mail, phone, social media, and in-person visits) to secure participation in summer activities. Develop and implement surveys and questionnaires to assess program strengths and weaknesses. Present findings and recommendations to staff for future programming.

<u>Final Product or Outcome Anticipated:</u> Completion of a successful and re-usable African American-focused program. A program binder of completed materials including: community contacts, timeline, program schedule, and training materials such as a script, activities, and site information. The intern will complete a program evaluation and present the findings to the Museum staff. The desired outcome for the intern will be a successful half-day summer camp program that can be used at later times.

## Requirements:

- Applicant must be creative
- Must have experience working with children k-5

- Good oral and written communication skills
- Good analytical thinking skills
- Experience in research

#### **Minimum Education and Experience Requirements:**

Student must be a rising junior, senior: starting or already in graduate school studying History, public History, Education, Teaching, Southern Studies, African American Studies, Tourism, Hospitality

# Museum Collections Intern, Pasquotank County

<u>Project Objective:</u> The intern will assist the members of the Collections staff in all phases of research, care, handling, processing and storage of artifacts that interpret the general history of the thirteen northeastern NC counties. The intern will also assist in maintaining necessary legal and paper documents and help in basic cleaning and stabilizing of a variety of artifacts such as historic fabrics, farm and industrial items, household furnishings, toys and paper ephemera. This will afford excellent insight and training for museum work.

<u>Major Tasks to be Performed:</u> Assist in research, movement, handling, and storage of the museum's general history artifacts. Provide help in cleaning, conservation, photographing, labeling, and measuring of artifacts. Research provenience, history, and legal status of artifacts within collections. Take part in weekly meetings of the entire museum staff and in periodic meetings and discussions with the exhibit development team.

<u>Final Product or Outcome Anticipated:</u> Artifacts will be properly assessed, cleaned, photographed, and packed with appropriate paperwork completed. Necessary measurements will be taken for entry into state collections computer system. Collections will be in better storage and more accessible for use in exhibits for many years in the future.

## Requirements:

- Must have experience with research
- Must have good oral and written skills

#### **Minimum Education and Experience Requirements:**

A rising Junior, Senior or Graduate student studying History, Anthropology, Museum Studies, Public History, Humanities, American History

# Museum Park: Sustainability Analysis Intern, Wake County

<u>Project Objective:</u> Complete a master plan to direct the management of non-native invasive plant species within the 48-acre forested portion of the Museum Park.

## Major Tasks to be Performed:

- Field inventory of non-native invasive plant species using a GPS unit
- Create maps of invasive species locations in the park and analyze results using GIS software
- Using research and the findings of the inventory, assist Museum Staff with writing an Invasive Species Management Plan for this 48-acre woodland.

<u>Final Product or Outcome Anticipated</u>: An Invasive Species Management Plan that will be used as a living document to guide invasive species control in the Museum Park. This document will also be used to secure funding to support the monitoring and treatment of the invasive plant species identified in the management plan. Intern will complete a presentation of their findings to interested stakeholders.

#### Requirements:

- Applicants with a strong work ethic, positive attitude, and desire to learn will be preferred over experience alone.
- Working knowledge at a beginner's level of common software applications (e.g.; Word, Excel, Web browsers), GIS, GPS, and databases.
- Ability to communicate clearly via written, spoken, and graphical means.
- Beginner's level ability to identify local flora and invasive plant species
- Must have good oral and written skills

### **Minimum Education and Experience Requirements:**

Student should be a rising junior, senior or grad student studying Environmental education, Communication, or related field. Students studying Natural Resource Management, Ecology, Environmental Science, Biology or related field will also be considered

# **Public Relations Intern, Carteret County**

<u>Project Objective:</u> Develop and launch successful public relations marketing plan and provide PR support for new exhibit release

### Major Tasks to be Performed:

- Prepare news release, byline articles, fact sheets
- Imagery and video collection
- Enhance organizations social media presence
- Participate in strategy meetings, conference calls, media interviews
- Monitor earned media coverage using latest research tools
- Publish organization's quarterly media coverage report
- Collaborate on marketing strategies, design and implementation

<u>Final Product or Outcome Anticipated:</u> Portfolio worthy public relations products – press release, fact sheets, imagery, captions, social media campaigns. All of this will be backed by quantitative and qualitative evidence of product effectiveness.

## Requirements:

- Applicant have experience with different levels of public relations and marketing
- Good oral and written communication skills
- Experience with research

#### **Minimum Education and Experience Requirements:**

Student should be a junior, senior or Graduate student studying public relations, communications, English, journalism or marketing.

# State Capital Representative Intern, Wake County

The primary goal of this project is to ensure that tours of the Mansion, the People's House, are reflective of our state's diverse population. A secondary goal is to add more voices to the Capitol narrative. Requirements:

## Knowledge, Skills and Abilities / Competencies:

Must have customer service experience

- Good oral and written communication skills
- Good analytical thinking skills
- Experience in research

## **Minimum Education and Experience Requirements:**

Students should be a rising junior, senior or graduate student studying History, Public History, Secondary Education, Political Science, Journalism/Communications, English, American Studies, African American Studies.

# Summerfest Concert Series Marketing & Development Intern, Wake County

<u>Project Objective</u>: Expand marketing efficiencies of Summerfest, the North Carolina Symphony's outdoor summer concert series by assisting in the development of strategic marketing plans to increase attendance and serve as a liaison between North Carolina Symphony and corporate sponsors.

<u>Major Tasks to be Performed</u>: Research prospects for group sales and new audiences for new patron ticket sales. Distribute pre-concert marketing materials, and perform community outreach by managing on-site promotions. Assist in managing sponsorship relations, including recognition on website, social media, brochures and advertising. Coordinate ticket reservations, sending reminders and handling all details and sponsor requests. Assist Development staff when hosting sponsors at concerts. Post season, prepare Sponsor Season wrap up packets detailing successes and reviewing market exposure materials to quantify and qualify success of partnership.

<u>Final Product or Outcome Anticipated:</u> Increase group sales and new patron sales and elevate sponsor relationships.

#### Requirements:

- Applicant must have marketing experience
- Ability to maintain professional relationships
- Good oral and written communication skills
- Good analytical thinking skills
- Experience in research
- Some evening and weekend work may be required

#### **Minimum Education and Experience Requirements:**

Student should be a rising junior or senior that is studying Business, Marketing, Public Relations. Advertising, Communication, Journalism, Music, Liberal Studies