**Bourbon, Limited Marketing Intern – Winter/Spring 2023**

The marketing department manages the museum’s internal and external marketing, media outreach, branding, creative promotion, PR, and social media. Marketing also reaches out to the public through Group Sales and actively “sells” the Frazier Museum. The Intern will work creatively for the Product & Program Manager of Bourbon, Limited and Marketing Manager of Frazier History Museum to execute the goals of the Frazier and Bourbon, Limited brands. This specific internship will focus on the Frazier’s new subscription-based Bourbon club – Bourbon, Limited – as well as the social channel – The Bourbon Channel.

**Functions:**

*Multimedia*

* Content creation for Bourbon, Limited and The Bourbon Channel’s social media (video, photos, text, graphics).
* Assist in uploading content to fraziermuseum.org and its affiliated social media channels.
* Create and maintain media archive of all Bourbon-related content including, but not limited to videos, multimedia, and information.

*General Marketing*

* Formulate a marketing plan for the distribution of content on The Bourbon Channel.
* Submit events, exhibitions, and content to online community calendars & tourism partners.
* Complete special projects and reports when assigned.
* Assist in specific product marketing and sales.
* Ability to think creatively and construct effective social media posts to the Museum’s social media outlets.
* Assist in the creation of *Frazier Weekly*, the Frazier’s weekly email newsletter.
* Act as museum representative at community events & gorilla marketing opportunities.
* Assist with special event planning and execution.
* Conduct and analyze market research/guest feedback.

**Requirements**:

* Must have a willingness to learn and work in a team environment.
* Intern must be available to work at least 10-15 hours per week.
* Must enjoy working with the public and be able to speak comfortably to all age groups.
* Must possess strong written, oral communication skills, and attention to detail.
* Must possess knowledge of social media platforms.
* Knowledge of the distilled spirits industry is a plus.
* Knowledge of marketing strategies applicable to each social media platform is a plus.
* Graphic Design skills and working knowledge of the Adobe Creative suite is a plus.
* Knowledge of website management and online platforms is a plus.
* Proficiency in the Microsoft Office Suite including Excel and Outlook.
* Open to college students, recent graduates, or graduate students pursuing a degree in communications, marketing, public relations, distilled spirits, or other related field. Other degrees may apply, but please specify how this internship relates to your degree or career goals.
* Must have a GPA of 3.0 or higher.
* Must pass a background check.

**Length of Internship:**

* January 2023 - May 2023 (can be adjusted)

**Additional Information:**

* Unpaid – college credit is available
* Parking is free
* Complete application at: <http://fraziermuseum.org/volunteer-intern/>. For more information contact volunteercoordinator@fraziermuseum.org.