



**Zimmerli Art Museum** | Rutgers

Jane Voorhees Zimmerli Art Museum  
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## **Social Media Internship**

Our Communications and Publications team is looking for a passionate, creative, and motivated Social Media Intern to elevate our brand presence, increase engagement, and drive museum visitor growth. This role reports to the Digital Media Specialist and will support the creation of engaging digital content for social media, the Zimmerli Art Museum website, YouTube and the museum's guide on Bloomberg Connects.

Intern will pitch, plan, create and schedule posts, including short form videos, carousels, and graphics, for social media, update the museum website, and provide technical and A/V support for events and programs. Additionally, Intern will pitch, plan, and create a digital marketing campaign to expand the museum's online audience and promote the importance of art in education.

### **Qualifications:**

- ☐ Familiar with various social media platforms, including Facebook, Instagram, TikTok, Bluesky, Threads, and YouTube.
- ☐ Ability to work independently and take initiative on projects
- ☐ Strong communication skills and an ability to collaborate with both internal and external clients of the organization.
- ☐ Ability to organize tasks and ensure timely completion of projects with strong attention to detail.
- ☐ A professional work ethic and a cheerful outlook.
- ☐ Comfortable appearing on camera as a representative of the Zimmerli brand on social media.
- ☐ Experience with video editing software
- ☐ Familiarity with A/V equipment and photo editing software is a plus.
- ☐ Experience with Drupal is a plus

The internship is flexible but requires a commitment to complete projects on time and fulfill the requirements of the position.

### **Tasks**

- ☐ Pitch, create, and schedule engaging digital content for the Zimmerli's social media platforms, website, YouTube channel, and museum guide on Bloomberg Connects.
- ☐ Analyze social media metrics to provide insights into improving engagement with the organization's brand.
- ☐ Assist with website updates.
- ☐ Assist with events and live programming including video recording, photography, live event audio and visuals.

### **Benefits**

- ☐ Flexible hours are available.

- ▣ Hands on work with passionate, experienced museum professionals.
- ▣ Develop creative content and find inspiration through the artwork and community of the Zimmerli Art Museum.
- ▣ Opportunities to meet artists and other art industry professionals.
- ▣ Develop your marketing and visual communications skills at one of the largest and most distinguished university-based museums in the country.

**Appointment:** This is a part time (10-20 hours/week) appointment starting in Spring 2025.

**Compensation:** \$16/hour

**Application Deadline: April 21, 2025**

To apply, please send a one-page cover letter describing your specific interest in the internship opportunity listed above and how it relates to your larger educational and career goals (500 words or less). Please also describe any relevant experience in the field, including coursework and extracurricular activities (such as involvement in student organizations, volunteer work, or other internship experience). Attach a current resume. One letter of recommendation is required from your academic advisor or department chair. Please ask your recommender to email their letter to the address below and include your name in the subject line of the email.

**Email your application to:** [bcafarozimmerli@rutgers.edu](mailto:bcafarozimmerli@rutgers.edu).

Applicants will be notified via email when a complete application is received; selected applicants will be contacted for interviews. All applicants will be notified of their status.