

Purdue Galleries
Social Media & Outreach Intern
Job Description

Job title: Social Media & Outreach Intern

Purpose of Internship: to assist the director with managing Purdue Galleries' social media and online communications, to assist the director with community & campus outreach initiatives.

Job Responsibilities:

1. Work with director to schedule all social media posts on Facebook, Twitter, and Instagram.
2. Monitor and respond to messages on social media accounts.
3. Ensure posts and interactions maintain brand and professional standards of Purdue Galleries on social media platforms, including elevating any PR concerns to leadership.
4. Assist director with public written communications, including press releases and community calendar postings.
5. Research peer institutions to determine trends, applications, and best practice.
6. Assist director with managing and recording events.

Goals:

1. Gain communications experience through in-person public speaking and professional social media platforms.
2. Research and implement professional strategies for increasing audience bases.
3. Identify best practices for social media communication and guided public tours.