

Marketing and Digital Internship

Salary

Unpaid internship

Department

Communications

Summary

This role sits within the Communications Department at Dulwich Picture Gallery which publicises the Gallery's exhibition, permanent collection, education and event programme through Marketing, Digital and PR activities.

Marketing and Digital interns have the opportunity to working closely alongside the Marketing Officer and Digital Communications Manager performing tasks vital to the operations of the department. The position also provides insight into how these activities contribute to the wider Communications strategy, through liaison with the Press and Communications Manager.

Responsibilities:

The successful applicant will gain practical experience of many aspects of marketing as well as general office experience. An internship at Dulwich Picture Gallery is a great opportunity for anyone wanting to work in the visual arts or communications.

After three months in our Communications Team you will have:

- Experience of using CMS systems
- Experience of using CRM databases
- Experience of working in a busy Communications office
- Experience of using the Adobe Creative Suite
- Experience of using social media messaging in a marketing context
- Experience of copy-writing for different audiences and channels

There will be a mixture of administrative and creative tasks.

Internships are unpaid but travel up to £10 per day will be reimbursed.

Marketing responsibilities:

- Updating the Gallery's marketing databases on PatronEdge and Mailchimp
- Overseeing the upkeep of FOH displays
- Updating online listings and identifying new listings opportunities
- Updating the Gallery's visitor figure records and identifying trends
- Assisting in the creation of e-marketing bulletins
- Poster and flyer distribution in the local area
- Proof-reading marketing materials and crafting copy
- Check the press@ inbox and respond to requests accordingly
- Create relevant news items for the Gallery's website

Digital responsibilities

- Updating the Gallery's website to ensure all listings and images are correct
- Creating artwork for the Gallery's plasma screens
- Scheduling social media messaging for the Gallery's programme of events and the collection

Other responsibilities

- Helping to coordinate press filming and photography
- Digital filing clean-up
- Taking part in meetings with other departments
- Contributing to marketing campaigns with ideas and research

Requirements

Person Specification:

- Studying for, or in possession of a BA in the arts/arts management/communication studies or other relevant communications or language based degree
- Excellent IT skills (Microsoft Office, Excel, Adobe Creative Suite)
- Excellent writing and proof reading skills
- Strong knowledge of/ interest in Art/Museums & Galleries
- A basic knowledge of arts publications or relevant media

Other details

You will work alongside the Digital Marketing Manager and the Marketing Officer. Hours 10am – 4pm (with an hour for lunch), 3 days per week. Internships are unpaid but travel up to £10 per day will be reimbursed.

Application

Please send a CV and cover letter to press@dulwichpicturegallery.org.uk or use the online form. Unfortunately we do not accept postal applications.

Your letter should explain why you want to gain experience in the Gallery's Communications Team, and what you think you could bring to the role.

Deadline

We recruit interns on a rolling basis with interviews every three months. Please submit your application and we will consider you in the next round.