



Ten Broeck Mansion • Erected 1798 • Albany, NY

Spring Internship 2018: Marketing Intern

The Albany County Historical Association (ACHA) at Ten Broeck Mansion is seeking a Marketing and Development Intern for 120 hours beginning in the Spring of 2018. The intern will receive a stipend of \$500 at the end of the internship. The Albany County Historical Association was founded in 1945. It is a private, not-for-profit educational corporation headquartered at the historic Ten Broeck Mansion in the Arbor Hill neighborhood of the city of Albany, New York. The mission of the ACHA is to preserve, present, and promote the rich history and culture of Albany County.

ACHA is looking for a qualified Marketing and Development intern to work with staff to expand marketing channels to promote heritage tourism and community programs at ACHA. Interested candidates will be enrolled full time in an undergraduate or graduate program with a focus on sales, marketing, museum studies/leadership or relevant course of study. An interest in working with museums and non-profits is a plus. Applicant must be willing to work occasional weekends and evenings.

Under the direction of the education coordinator, marketing staff, and Executive Director the following tasks will be performed:

- *Assist in the creation and distribution of signage, circulars, e-mail campaigns, online promotion, etc.*
- *Assist with fulfillment of marketing offers*
- *Perform analysis of marketing and sales data*
- *Seek and analyze competitor marketing and sales materials both on and offline*
- *Prepare presentations*
- *Participate in mailings*
- *Enter contact information into contact management systems*
- *Provide support to social media efforts*
- *Coordinating materials to supplement grants and foundation, corporate, and individual proposals and applications*
- *Represent ACHA and distribute marketing materials at special events, openings, corporate events, membership-cultivation activities, luncheons, etc. as requested*
- *Attend board meeting where an overview of the project, its success, and suggestions for the future will be presented*
- *Write a two-page reflection upon the completion of the internship*

Internships with the Albany County Historical Association

ACHA is happy to work with university requirements and requests for academic credit. The intern will receive a stipend of \$500 at the end of the internship. Call 518-436-9826 with

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questions. A selection of applicants will be chosen for interviews, and an intern will be officially confirmed the following week.

ACHA is dedicated to education and we are constantly seeking to improve our organization and our community. We strive to provide an internship experience that affords the intern an understanding of the function and mission of the Albany County Historical Association, the Ten Broeck Mansion, museum exhibits, and historic sites. We aim to facilitate an internship that is both beneficial to the future of the intern and the future of the organization.

ACHA is seeking interns who see this internship as a learning opportunity that will familiarize the student with the functions of a non-profit organization. We encourage our interns to attend board meetings, events, and collaborative meetings with Albany County Historical Societies, as a means of discovering museums and informal education in Albany County as a potential career path.

Please submit a resumé, cover letter, and two-page academic writing sample to karen@tenbroeckmansion.org

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