Lancaster Science Factory

Marketing & PR Internship

Organization: Lancaster Science Factory
Career Field: Marketing and PR Intern

Internship Description
Assist Director of Operations with the day-to-day Marketing and PR functions of the museum.

Duties and Responsibilities include but not limited to:
- Organize and update media contact list. Make calls to get accurate contacts.
- Plan and manage a PR campaign regarding upcoming events and programs at LSF.
- Write press releases, media advisories and photo advisories in accordance with the plan and follow up with media calls.
- Coordinate any on-site interviews.
- Write and create LSF related e-blasts.
- Manage complimentary ticket and consignment programs.
- Manage an informal guest survey program in conjunction with the front desk.
- Enter and track zip code information.
- Represent LSF at area fairs, festivals and special events.
- Assist with the writing and production of LSF’s quarterly membership newsletter and Annual Appeal.
- Help maintain LSF’s collection of press clippings.

Education and Qualifications
- Junior/Senior Marketing OR Communications OR Journalism OR Business major desired.
- Excellent verbal and written communications skills.
- Familiarity with a wide array of software including Microsoft Office Suite. Proficient. In Adobe Illustrator, Photoshop or InDesign is preferred
- Highly motivated, self-starter with the ability to work independently. Strong organizational and project management skills. Ability to work in a faced paced environment with changing priorities. Good phone skills and must represent LSF well at area events.

Hours Required
- 8 to 16 hours/week, flexible schedule between Monday and Friday.
- Occasional evenings and weekend required, per event schedule.