



## **JOB TITLE: SOCIAL MEDIA AND PUBLIC RELATIONS INTERN**

Company: Children's Museum Houston

Location: Houston, TX

Type: Internship

Duration: 3 months

Compensation: Unpaid

### **About Us:**

Children's Museum Houston is a dynamic and innovative museum dedicated to transforming communities through innovative child-centered learning that improves the trajectories of children in Greater Houston. As a Social Media and Public Relations Intern, you will have the unique opportunity to join our creative team and contribute to our online and media presence while gaining valuable experience in the non-profit sector.

### **Responsibilities – Social Media:**

- Assist in creating, curating, and managing engaging content for various social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and TikTok.
- Monitor and respond to comments, messages, and interactions on social media platforms in a timely and professional manner.
- Collaborate with the marketing team to develop and implement social media campaigns that align with our brand and marketing objectives.
- Conduct research on industry trends, competitive analysis, and audience preferences to optimize content strategy.
- Schedule and publish posts using social media management tools, ensuring consistency and proper formatting.
- Help track and analyze social media metrics to measure the success of campaigns and identify areas for improvement.
- Assist in brainstorming and creating visual content, such as graphics, videos, and animations, that resonates with our target audience.
- Stay up to date with the latest social media trends, algorithm changes, and best practices to recommend adjustments to our strategy.

### **Responsibilities – Public Relations:**

- Assist in drafting press releases, media pitches, and other written materials to promote company news, products, and initiatives.
- Conduct research on media outlets, journalists, and influencers to build targeted media lists.
- Assist in managing and updating the company's media database and contact lists.
- Collaborate with cross-functional teams to gather information for PR campaigns and initiatives.
- Participate in brainstorming sessions to develop creative PR strategies and tactics.

- Stay informed about industry trends, competitor activities, and current events to contribute to PR planning.
- Provide administrative support to the PR team as needed.

#### **Requirements:**

- Currently enrolled in a relevant degree program or recent graduate in Public Relations, Communications, Journalism, Marketing, Digital Media or related field.
- Strong written and verbal communication skills with an eye for detail.
- Familiarity with AP Style and basic knowledge of PR practices.
- Proficiency in using Microsoft Office Suite and Google Workspace.
- Enthusiasm for building relationships with media professionals and stakeholders.
- Ability to work effectively in a fast-paced environment and manage multiple tasks.
- Creative thinking and the ability to contribute innovative ideas to PR campaigns.
- Basic understanding of social media platforms and their role in PR efforts is a plus.
- Familiarity with social media management tools (e.g., Hootsuite, Sprout Social).
- Willingness to learn and take initiative, with a proactive and can-do attitude and a passion for staying updated with industry trends.
- Ability to work both independently and collaboratively within a team.
- Basic graphic design and video editing skills are a plus.

#### **How to Apply:**

If you're excited about the opportunity to gain hands-on experience in public relations and social media marketing and contribute to our vibrant team, please submit your resume, a brief cover letter, and any relevant examples of your writing and social media work to Henry Yau at [hyau@cmhouston.org](mailto:hyau@cmhouston.org). In your cover letter, please share why you're interested in this internship, highlight how your skills align with the role's responsibilities and how you see yourself contributing to our PR efforts.

**Note:** This is an unpaid internship position that will provide you with valuable insights into the world of museums, non-profits, public relations and social media and the chance to develop your social media skills within a supportive and creative environment.