



## **Marketing Internship**

Updated April 13, 2021

### A note about COVID-19 Safety

This internship involves a combination of some in-person and some remote work. Two thirds of our permanent staff are at least partially vaccinated, with several more planning to be vaccinated in the near future. We occupy a full 5,000 square-foot floor of our office building and have marked six-foot distances from every workstation. We have also developed a QR-code-based check-in system for contact tracing. While our policies assume responsible behavior on the part of all staff and volunteers, we have also adopted thorough exposure protocols. Our Director of Operations Samuel Holliday can answer questions about our health and safety protocols by email at [SHolliday@uschs.org](mailto:SHolliday@uschs.org).

### About this Internship

Marketing interns can expect to be creative and gain hands-on experience through an immersive experience that will offer transferable skills that are relevant to real-world marketing positions. Reporting directly to the Director of Merchandising and eCommerce, a Marketing intern will be asked to:

- Assist in developing, planning, and executing campaigns
- Write copy for social media posts, promotional emails, and other marketing collateral
- Assist in the creation of creative promotional content for eCommerce platforms including Amazon, Shopify, and ETSY
- Participate in marketing brainstorming sessions.
- Assist in the management of the USCHS Shop website, catalog, and search engine optimized (SEO) marketing
- Take part in formal and informal training opportunities.
- Track data and report the results of the marketing and social media initiatives.

USCHS can work with the Marketing Intern to obtain academic credit for the internship. A stipend may be available for this position.

### Necessary Qualifications

- Excellent written and oral communication skills
- Proficiency in Microsoft Office

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- A basic understanding of marketing principles
- Creative problem-solving skills

The ideal candidate has some understanding of SEO techniques and best practices, basic graphic design skills through platforms such as Canva, and social media management through tools such as Hootsuite.

#### About the U.S. Capitol Historical Society

Founded in 1962, the U.S. Capitol Historical Society is a non-partisan, nonprofit organization chartered by Congress to preserve and share the history of the U.S. Capitol Building, the Congress, its institutions, and the people who have worked there in order to “foster and increase an informed patriotism.” Although we work closely with congressional offices and staff, we operate independently and support our mission through revenue-generating activities. More information about the Society’s work and history is available on our website [www.uschs.org](http://www.uschs.org).