

A Museum Project like no other

SHRINERS MUSEUM · USC INTERNSHIP PROGRAM



PR, MARKETING & ADVERTISING INTERN

4 POSITIONS

• **3–6 HOURS WEEKLY**

• **ACADEMIC CREDIT ELIGIBLE**

• **LOS ANGELES**

About the Project:

The Shriners Museum Project is a ground-up museum-development initiative dedicated to preserving and interpreting the history of the Al Malaikah Shriners, the Shrine Auditorium, Shriners Children's, Daughters of the Nile, and more than a century of Southern California civic, fraternal, cultural, and philanthropic history.

Working with materials drawn from the historic Shriners vaults and organizational collections, interns will help transform an important but largely uncatalogued archive into an accessible, professionally organized museum collection which will eventually open to the public.

The PR, Marketing & Advertising Intern will support the development of communications, audience-building, and promotional strategies for the Shriners Museum Project.

Working under the direction of museum leadership, interns will help create public-facing stories, social media content, press materials, campaign concepts, and communications plans. This is an opportunity to help shape the identity and public presence of a museum from its earliest stages.

What You'll Do:

- Assist in developing the museum's voice, messaging, and communications priorities.
- Research target audiences, community partners, media outlets, and comparable cultural organizations.
- Create content for social media, newsletters, websites, presentations, and printed materials.
- Develop public-facing stories based on museum objects, archival discoveries, historical research, and project milestones.
- Draft press releases, media advisories, background materials, and story pitches.
- Prepare editorial calendars and social media schedules.
- Develop promotional concepts for exhibitions, programs, fundraising initiatives, and special events.
- Assist with photography, short-form video, interviews, and behind-the-scenes documentation.
- Organize approved photographs, logos, brand assets, captions, and communications files.
- Track media coverage, social engagement, audience growth, and campaign performance.
- Help maintain contact lists for media, community organizations, cultural institutions, and project partners.
- Coordinate with the Historical Research Team to verify facts and historical context.
- Coordinate with the Digital Imaging & Metadata Team to obtain approved images and captions.
- Follow museum standards for brand consistency, accuracy, copyright, privacy, confidentiality, and cultural sensitivity.

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Expected Deliverables

- Draft communications or marketing plan
- Audience and media research
- Social media and editorial calendars
- Public-facing stories and project updates
- Press releases, media advisories, or story pitches
- Promotional concepts for exhibitions, programs, events, or campaigns
- Organized communications and brand-asset files
- Basic engagement or campaign-performance reports
- A short end-of-semester summary of completed work, unresolved questions, and recommendations
- Participation in the cohort's final presentation to museum leadership

Learning Outcomes:

By the end of the internship, students should be able to:

- Develop clear and consistent ad messaging
- Adapt stories and information for different audiences and communications channels.
- Create basic public relations, marketing, advertising, and social media materials.
- Build an editorial calendar and organize a communications workflow.
- Identify newsworthy stories within museum collections and project activities.
- Apply brand, copyright, privacy, attribution, and fact-checking standards.
- Evaluate basic audience-engagement and campaign-performance information.
- Understand how communications support museum development, exhibitions, fundraising, partnerships, and public engagement.

Preferred Qualifications:

This internship is especially appropriate for students studying:

- Public relations
- Marketing
- Advertising
- Communications
- Journalism
- Digital media
- Film, photography, or media production
- Graphic design or visual communication
- English or creative writing
- Museum studies
- Arts administration
- Nonprofit management

Applicants should demonstrate strong writing, creativity, accuracy, responsible communication habits, and an interest in history, museums, culture, or nonprofit storytelling.

Experience with social media, content creation, photography, video, graphic design, media relations, or campaign planning is helpful but not required. Training will be provided.

Application & Approval

Finalists will be reviewed by museum leadership and must receive Shriners approval before accessing collection materials or historic records. Approved interns will receive onboarding, collections-handling training, a defined work schedule, an assigned supervisor, and a semester deliverables tracker

Applicants should submit:

- Résumé
- Brief statement of interest
- Academic program and year
- Weekly availability
- Relevant coursework or experience
- USC faculty recommendation, when applicable