



The Robert Frederick Smith Fund

Robert Frederick Smith Fund Summer 2018 Internships

Onsite at NMAAHC

WEB CONTENT

Understand the museum's website, plan content, and edit museum features on a rolling basis. The web content intern will play a key role in maintaining the museum's digital-first strategy. The intern plays a key role in ensuring that the website is up to date and reflecting the museum's overarching strategy. The intern will also gain exposure to the subtleties of web writing, editing, and planning as he or she organizes content requests for the web.

Sample of Intern Duties:

- Support the web content manager in making updates to the website
- Suggest new content ideas based on upcoming exhibitions
- Review peer websites to assess where the museum can improve
- Edit existing content on the site
- Prepare regular reports on the site's performance

Learning Outcomes:

- Learn to edit and build pages using Drupal, one of the most commonly used content management systems in the nonprofit sector
- Understand best practices for planning web and digital content
- Understand how to plan digital content for exhibitions and public programs
- Understand how to prepare and assess digital websites

Time Frame (flexible): early June start date

Prerequisites: Interest or background in African American history and cultural studies. Preference will be given to applicants with prior experience with Drupal and photo editing.