



## **Position Description:**

Marketing and Communications Intern

**Intern Position:** Marketing and Communications Intern

**Reports:** Marketing team member

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The National WWI Museum and Memorial ("Museum and Memorial") is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community.

**Position Summary:** The Marketing and Communications Intern will assist the marketing team in producing a diverse variety of marketing and communications-related content related to the Museum and Memorial's centennial in 2026, America's 250<sup>th</sup> and Kansas City's FIFA World Cup Fan Festival (which it will host on the SE Lawn). The Marketing and Communications Intern will assist in developing ideas and opportunities that leverage these opportunities to contribute to the long-term success of the organization. Projects might include onsite activations, signage, branded items, press releases, website copy and other initiatives.

The incumbent is expected to embrace the National WWI Museum and Memorial's stated mission and core values and demonstrate support for them through professional interactions and performance of job duties.

**Work schedule:** Flexible based on availability. Two days per week preferred (Eight hours total).

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### **Areas of Concentration:**

- Assist with Museum communication efforts (i.e. public relations, advertising, promotions, publications, digital/social media, direct mail, enewsletters, and photography).
- Assist with development of marketing initiatives (i.e. activations, social campaigns, etc.) that leverage 2026 events.
- Assist in generating media coverage and community awareness highlighting the Museum's events, news and initiatives.
- Assist in developing and maintaining solid media relations efforts and updating media contact lists.
- Perform other duties as assigned.

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### **Preferred Experience/Aptitudes:**

- On track to secure bachelors and/or master's degree in marketing, public relations, journalism or related field.
- Direct experience in marketing, communications or public relations or knowledge of principals in these disciplines.
- Strong creative, strategic and analytical skills.
- Ability to manage multiple projects at a time.
- Able to work under pressure and to deadlines.
- Strong oral and written communications skills with a high attention to detail and accuracy.

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**Work Environment:** *This job operates in a professional office environment. This role routinely uses standard office equipment.*

**Physical Demands:** *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. This position can fluctuate between a sedentary role, or is very active one that requires standing, walking, bending, kneeling, stooping, crouching, crawling and climbing or balancing many times throughout the day. The employee must frequently lift and/or move up to 25/30 pounds or assist in moving items 50 pounds or more. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.*

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The above statements are intended to describe the general nature and level of work being performed by employees assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills, or working conditions.