

**Hermitage Museum & Gardens**  
**External Relations Internship Overview**  
**Development | Public Programs | Marketing**  
**Semester-Based**

**ABOUT THE INTERNSHIP**

The Hermitage Museum & Gardens, a historic arts and cultural institution in Norfolk, VA, offers a dynamic External Relations Internship for students interested in nonprofit development, arts programming, and creative marketing. This interdisciplinary opportunity allows interns to work closely with three core departments, Development, Public Programs, and Marketing, to gain hands-on experience and contribute to the museum's mission.

**FOCUS AREAS**

**Development**

- Research sponsorship and grant opportunities
- Support donor cultivation and stewardship strategies
- Help develop exclusive member programming and benefits
- Explore opportunities for gathering and analyzing member feedback

**Public Programs**

- Assist in the planning, promotion, and coordination of public events
- Help with talent research, booking, and communications
- Monitor and replenish inventory and supplies
- Participate in day-of event operations and visitor engagement

**Marketing**

- Create and schedule content for digital and print channels
- Contribute to promotional campaigns across social media, email, and web
- Gain experience using tools such as Canva, Adobe Suite, and Constant Contact
- Learn foundational graphic design skills and visual storytelling

**QUALIFICATIONS & REQUIREMENTS**

- Availability for occasional evenings and weekends
- Strong writing and communication skills
- Interest in arts, nonprofit management, or community engagement