

## **Endangered Heritage**

### **Endangered Heritage Marketing Development**

#### **Internship available for Semester 2, 2021**

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Work for a unique business in the Southern Hemisphere which is partnered with over 30 other small business owners in a National Event.

Endangered Heritage provides collection support and conservation services to private collectors, museums, galleries, archives and libraries. With more than 70 years combined experience, our highly experienced and specialised conservators treat a wide range of materials including Textiles, Paper, Books, Photographs, Paintings, Frames, Objects, Metals and Technology.

#### **Project: Endangered Heritage Marketing Development**

##### **Internship Details:**

- Internship Availability: Semester 2, 2021
- Internship Discipline: Science communication and/or marketing
- Internship Level: Undergraduate 3<sup>rd</sup> yr
- Available to International Students: Yes
- Preferred Project Skills:
  - Social media marketing
  - Basic website understanding
  - Strong written and oral communication
- Clearances Required: Signing of our confidentiality agreement
- Location: Shop 8, 8/20 Paragon Mall, Gladstone Street, Fyshwick ACT
- Host supervisor: Louis Abasta (Business Analyst and IT Support)/Victoria Pearce (Director and Senior Conservator) (Ph: 62806280; E: louis.abasta@endangeredheritage.com)
- Project opportunities/benefits for the intern:
  - Apply your theoretical knowledge in a real work scenario.
  - Be in charge of projects such as promoting and developing the brand of Endangered Heritage and our annual event the National Endangered Skills and Trades Show.

##### **Summary:**

Develop a marketing strategy that targets current audience as well as expanding current market:

##### **Key Objectives**

- Search engine optimisation
  - Rewriting text on the website to contain keywords that clients search to be informative (learning about conservation)
- Social Media Marketing
  - Managing the posts on social media websites
  - Being in touch with current social media following
  - Understanding the process in using conservation treatment photos to use for the social media posts

- Creating new content to engage current following
- Facebook ads marketing
- Understanding analytics data
  - Analysing social media data
  - Analysing mail out marketing data
- Email mail out
  - Working on the monthly mail out to current customers
  - Expanding the reach of the mail out to small museums, collectors, auction houses
  - Working on the wording to be both informative and concise
  - Promoting our current stock

Marketing and promotion for the National Endangered Skills and Trade Show.