

## *Gift Shop Social Media Marketing Intern*

**Department:** The Heritage Center

**Site Supervisors:** Gift Shop Program Manager and THC Director

**Status:** Part-Time

**Classification:** Non- Exempt

---

### **MISSION**

*The mission of Mahpiya Luta | Red Cloud School, Inc. (RCS), a Catholic institution administered by the Jesuits and the Lakota people, is to develop and grow as a vibrant Church, through an education of the mind and spirit that promotes the values of the Lakota culture.*

*RCS includes two elementary schools, a high school, The Heritage Center, and six churches on Pine Ridge Indian Reservation in southwestern South Dakota. By integrating both Lakota language, culture, and heritage with spiritual beliefs and practices from the Lakota and Catholic traditions, RCS aims to educate both the mind and the heart of its students, parishioners, and staff, creating leaders of tomorrow with competence, conscience, and compassion.*

### **The Heritage Center Vision**

A world in which Lakota values are lived and celebrated.

### **The Heritage Center Mission**

To support Lakota artists and culture bearers to be thriving members of their communities and the larger world.

### **The Heritage Center Gift Shop program**

is a non-profit social enterprise facilitating culturally-connected community development by creating economic and capacity-building opportunities for Lakota artists, along with opportunities for visitors to learn about the vibrancy of contemporary Lakota art and culture in a region with an incredible history and future to share.

### **The Heritage Center Exhibits and Collections program**

By curating and sharing exhibitions both on and off-site, and through the care, stewardship, and sharing of its extensive collection, The Heritage Center celebrates and supports Native artists and the Pine Ridge communities, and builds broader appreciation for Native arts and culture locally, nationally, and internationally.

## **Position Summary:**

As a key member of The Heritage Center staff, the Gift Shop Marketing Intern performs a wide variety of duties related to gift shop operations, customer service, cultural tourism, and marketing that support The Heritage Center's mission. The Sales Marketing Intern is both the public face of The Heritage Center and is vital to daily operations. The Intern is responsible for administering the online store and working collaboratively with the members of both The Heritage Center and Advancement in coordinating and maintaining the online presence of The Heritage Center on all defined social media platforms. The Intern is directly supervised by the Gift Shop Manager but working collectively with the staff is critical to the continued growth and success of The Heritage Center. The Intern should be comfortable speaking to all visitors about art and cultural items exhibited in the Gallery and on display in the Gift Shop. Above all, the Sales Marketing Intern is a reliable and responsible member of The Heritage Center team.

## **RESPONSIBILITIES AND DUTIES**

### **I. Essential Job Functions:**

1. Coordinate with Gift Shop Manager concerning online presence; this includes creation of original content for approved social media platforms on a daily basis
2. Gather and coordinate requested data specific to retail and marketing platforms
3. Continually evaluate and adjust retail displays.
4. Fulfill stock work of the Gift Shop, creating displays, rearranging merchandise, and replenishing stock on selling floor
5. Prepare inventory for upload into online platform with producing images of each item, creating labels, ensuring accuracy through monitoring inventory, and closing and shipping all orders in a timely efficient manner
6. Maintains clean and organized retail and work areas

### **II. Additional Functions:**

1. Assist other THC department staff on an as needed basis
2. Be available for special projects and events specific to Mahpiya Luta | Red Cloud

## **POSITION SPECIFICATIONS:**

### **A. Qualifications:**

1. High school diploma and completion of one to two semesters of college or a satisfactory equivalent combination of training and experience. Bachelor's degree in Business, Museum Studies, Art History, Lakota Studies, or related field preferred.
2. Retail and customer experience service required.
3. Computer skills (Microsoft Office, Adobe Creative Suite, digital photography, etc.) required.
4. Ability to accurately handle cash, check, and credit card transactions.
5. Familiarity with social media platforms for businesses, highly desirable.
6. Excellent interpersonal, written, and verbal communication skills required.
7. Demonstrate ability to prioritize and multitask the position functions listed.
8. Demonstrate ability to work both independently and collaboratively.
9. Ability to work in a fast-paced environment.
10. Knowledge of historical Lakota art and contemporary Native art.
11. Experience working in a retail or museum setting is preferred.
12. Must be self-motivated and a self-starter.

**A. Physical requirements:** Ability to sit at a desk and use a computer, online programs and platforms as described, telephone, and other desktop office equipment—85% of work time, walking—10% of work time, bending at the waist and lifting less than 10lbs.—3% of work time, bending at the waist and lifting 10-15 lbs. 2% of work time.

**B. Certification:** I have read and understand the preceding job duties, specifications, requirements, and accountabilities, and agree to execute the same in a manner that promotes equality of opportunity, dignity and due respect for all, consistent with the Mission of the Red Cloud Indian School, Inc.

**To Apply:**

**Send completed General Employment Application and Resume to:**

Brenda Bad Heart Bull, Executive Director of HR

100 Mission Drive

Pine Ridge, SD 57770

[brendabadheartbull@redcloudschool.org](mailto:brendabadheartbull@redcloudschool.org)