



THE
NATIONAL D-DAY MEMORIAL

PO Box 77 Bedford, VA 24523 (540) 586-3329

Internship Interest Packet



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General Internship Information

Information about the Memorial

The National D-Day Memorial Foundation, NDDMF, is a nonprofit educational foundation, operating under the provisions of Section 501(c)(3) of the Internal Revenue Code and warranted by Congress to establish, in Bedford, Virginia, and maintain for the nation, a memorial to the valor, fidelity, and sacrifice of the Allied forces that took part in the landing at Normandy, France on 6 June 1944.

The monument receives an average 75,000 visitors a year and is a profound addition to America's War Memorials. Initiated by D-Day veteran J. Robert "Bob" Slaughter, the structure encompasses 88 acres at the base of the Blue Ridge Mountains. At its center stands a monumental forty-four foot tall arch, embellished by the military name, "Overlord," that was given to the crucial operation. The arch is highlighted by a reflecting pool that surrounds a captivating scene that is symbolic of the arduous trudge soldiers made onto the blood stained beaches of Normandy, France.

The grounds for the monument take visitors on an archival journey through World War II and the politics and perils that embody the time period. Paying tribute to the men and women who served their country in one of its most dire battles, the D-Day National Memorial creates a solemn atmosphere for veterans and visitors alike to gain insight and learn more about the events that shaped our nation's and our world's history.



Purpose of the Internship Program

The purpose of the internship program at the NDDMF is to provide students with the experience of working at a national memorial, as well as a non-profit institution. Although the internship is unpaid, individuals are provided an opportunity to develop a variety of skills- all of which are transferable to careers in both the public and private sectors- to include:

- Customer Service
- Program Development
- Public Speaking
- Research
- Collections
- Exhibit Design
- Marketing and Publicity
- Facilities Management

The internship program at the NDDMF consists of four pathways: Education, Marketing and Public Relations, Research, and Historical Collection. The intern should choose a pathway that correlates both with their interests and career goals.

Schedule

An internship at the NDDMF requires a minimum of 120 hours per semester in order to receive school credit. Interns are expected to spend several hours at the site each week. The exact work schedule will be determined by the Intern Supervisor and the intern at the start of the program. **Failure to follow the agreed upon schedule may result in dismissal.**

General Outline of Duties

Week One: Initial training necessitates a required orientation program, reading and becoming familiar with the Volunteer Training Manual, tour script and school program. Interns will shadow experienced staff members and volunteers in daily activities of the NDDMF, such as public tours, school programs, the gift shop, the archives, facilities, and administrative tasks, and **those in the Education, Research, and Historical Collection pathways** are expected to become proficient in conducting a tour. Prior to giving tours to the general public, their proficiency will be evaluated by the Intern Supervisor. It is the responsibility of the intern to coordinate with the Intern Supervisor to schedule their tour evaluation within the first two weeks of the internship.

During this first week, interns will sit down with their Intern Supervisor to discuss major responsibilities, learning goals, and time requirements for the duration of the internship.

Weeks Two-Five: Depending on the pathway chosen, the internship project must be approved by the NDDMF President and Intern Supervisor via a written proposal. The internship project should align with the pathway chosen by the intern.

During Weeks Two-Sixteen, interns are responsible for assisting in daily activities, such as public tours, school groups, the archives, the gift shop, facilities, events and administrative tasks.

Weeks Six-Eleven: In addition to assisting in daily activities, the intern will be tasked with developing, researching, and producing his/her internship project. During this time, a midpoint evaluation will occur.

Weeks Twelve-Sixteen: The intern must complete and present his/her project. Presentation of the internship project will be an open session with staff members, volunteers of the NDDMF, and possibly the general public depending on the internship project. An internship self-evaluation session will then be conducted.

Additional Requirements

Those on the Education, Research, and Historical Collections pathways are expected to contribute to the growth of readership of the NDDMF blog, *Sentimental Journey*. We make at least one post each week, bringing attention to a variety of historical topics related to the 1940s, highlighting events at the NDDMF, or featuring an artifact. Those on the Marketing and Public Relations pathway are expected to contribute to the NDDMF's social media outlets.

Because we would like to increase readership and the number of posts per week, interns are expected to both observe the popularity and views on the these mediums and write posts for them. One post idea should be submitted to your Intern Supervisor every two weeks. This is meant to be short and include photographs. You will have the following week to research and write your post. You should also cite the source of information if you are posting to the Education Department's blog. Inspiration for posts can come from your personal research and interest, or they may be inspired by your research at the NDDMF. Perhaps you find out something new about an artifact in our collection, or maybe you get an interesting question from a student or patron that you can bring to a larger audience.

In order to have a well-rounded experience, all interns are also expected to spend time with other areas of the NDDMF, such as Gift Store, Ticketing, Education, Curation, Development, and Facilities, throughout the duration of the internship.

Internship Pathway Descriptions

Education

The Education internship pathway includes giving tours, designing and leading school programming, and planning for public educational events. Interns on this pathway will interact regularly both with children and the general public under the supervision of a staff member in the Education Department. Not only should interns have a love for history and children, but they should complete an internship project that enhances existing educational programming.



Internship Responsibilities Include:

- Planning and preparing educational, recreational, and age-appropriate activities for students
- Creating and then teaching new lesson plans for the Memorial's educational programming
- Researching new ways to increase visibility of on-site and virtual educational options
- Assist in designing new programs for school groups, scouts, and other student groups who visit the Memorial
- Setting up and assisting at public and educational events that occur during the internship period
- Completing other duties as assigned

Qualifications:

- Completed or working toward a college degree, preferably in a related field (e.g., History, Public History, Education or other relevant major)
- Experience working and leading children is a plus
- Must be computer literate with a working knowledge of word processing, PowerPoint, and Excel
- Knowledge of Adobe Illustrator is a plus
- Effective communicator both written and oral
- Ability to communicate in a professional manner with press and community contacts
- Self-motivated with good organizational skills
- Detail oriented with the ability to prioritize, multi-task and meet deadlines
- Interest in event planning, teaching, and children

Marketing and Public Relations

The Marketing and Public Relations internship pathway assists with the marketing efforts at the National D-Day Memorial. Interns will be supervised by a staff member in the Development Department and will gain skills and experience that can be transferred to any business or non-profit while working on an internship project that supports current or future Development plans, as well as the mission of the Memorial.



Internship Responsibilities Include:

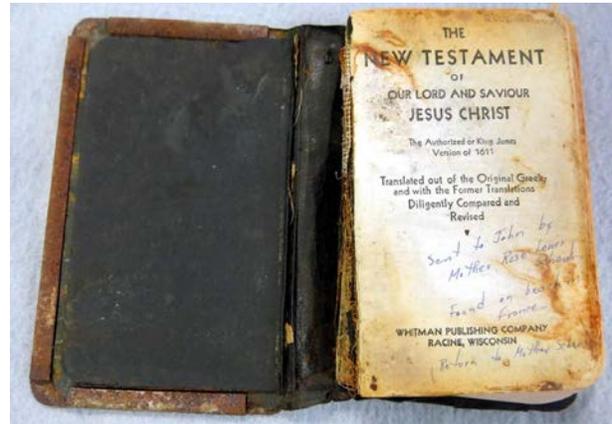
- Drafting, publishing, and scheduling newsletters, emails, and social-media blasts
- Helping with website content and creating blog posts on events at the Memorial
- Expanding the Memorial's social media presence with current and new outlets
- Assisting with tracking and maintaining statistics for the Memorial's social media interactions and other website analytics.
- Assisting in the planning and coordinating of events and ceremonies
- Designing flyers and other marketing materials
- Collaborating with staff members on new ideas, directions, and venues for marketing
- Completing other duties as assigned

Qualifications:

- Completed or working toward a college degree, preferably in a related field (e.g., English, Marketing/Communications, Public Relations, Hospitality, Nonprofit Management, Sports Management, Event Planning, or other relevant major)
- Previous internship or related experience in marketing or communications is a plus
- Strong knowledge of social media sites like Facebook, Twitter, Flickr, Instagram, Foursquare, Periscope, Snapchat, and YouTube
- Knowledge of Adobe Illustrator, Photoshop, and InDesign is a plus
- Effective communication both written and oral
- Ability to communicate in a professional manner with community contacts and the general public
- Self-motivated with good organizational skills
- Detail oriented with the ability to prioritize, multi-task and meet deadlines

Research

The Research internship pathway involves the intern, under the guidance of a staff member from the Education Department, supporting the Memorial's current research projects and facilities. The internship project must be on an area of D-Day that remains under-researched at the National D-Day Memorial.



Internship Responsibilities Include:

- Contributing to ongoing research
- Creating temporary exhibits on-site on research relating to WWII, the 1940's, and D-Day
- Setting up and assisting at public and educational events that occur during the internship period
- Completing, transcribing, and digitizing oral histories
- Assisting general public research requests
- Creating blog posts on research
- Assisting in the organization of the Memorial's library and research facilities
- Completing other duties as assigned

Qualifications:

- Completed or working toward a college degree, preferably in a related field (e.g., History, Public History, Education, English or other relevant major)
- Must be computer literate with a working knowledge of word processing, PowerPoint, and Excel
- Ability to communicate in a professional manner with staff members and the general public
- Self-motivated with good organizational skills
- Detail oriented with the ability to prioritize, multi-task and meet deadlines
- Interest in history and research

Historical Collections

Those choosing the Historical Collections pathway will be tasked with working with the artifacts at the National D-Day Memorial, including properly handling artifacts and data entry. Interns on this pathway will be supervised by an Education Department staff member and will choose an internship project that features the Memorial's archival collection.



Internship Responsibilities Include:

- Assisting in inventories of the archival collection
- Learning the Memorial's protocol regarding accessioning, deaccessioning, and loaning artifacts
- Entering data into the PastPerfect, the Memorial's collection database software
- Creating blog posts on various items in the Memorial's collection
- Working in conjunction with Memorial staff members to locate appropriate artifacts
- Setting up and assisting at public and educational events that occur during the internship period
- Completing other duties as assigned

Qualifications:

- Completed or working toward a college degree, preferably in a related field (e.g., History, Public History or other relevant major)
- Must be computer literate with a working knowledge of word processing, PowerPoint, and Excel
- Ability to communicate in a professional manner with staff members and the general public
- Self-motivated with good organizational skills
- Detail oriented with the ability to prioritize, multi-task and meet deadlines
- Interest in history, historical preservation, and research

How to Apply

If you are interested in interning with the NDDMF, you can apply through the online application at www.dday.org/contact/internships.html.

Be sure to note the pathway you are most interested in under "Name the Internship Opportunity for which you are applying" and to have documents, such as unofficial transcripts, a letter of recommendation, and a resume, on hand when completing the application.

If you have any questions about the application or the internship program, please contact the NDDMF at education@dday.org or (540) 586-3329 ext. 111.

