

Pratt School of Information

Museum of the City of New York Fellowship 2024-2025

The Museum of the City of New York Digital Media Fellowship

The Museum of the City of New York (MCNY) is a private, not-for-profit, educational institution that celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923, the Museum is located at the top of New York's Museum Mile and fulfills its mission through exhibitions, public and school programs, collections, and publications.

Working within the Communications and Marketing team under the supervision of the Director of Marketing and Communication, the Fellow will work on Bloomberg Connects and create video content for the museum's social media networks like TikTok that provide a digital extension to the museum.

Responsibilities include:

- Developing and uploading content for upcoming exhibitions on the Bloomberg Connects app, including creating tours, uploading artwork, and thinking about video content and audio tours.
- Assessing and improving the information infrastructure of the app by reviewing user surveys from the galleries to ensure the effectiveness of the information organization.
- Creating engaging content for the museum's social media platforms, specifically TikTok, including developing different themes and stories and producing high-quality videos for our social audiences.

The ideal candidate will be:

- Proficient in digital content creation, including video production and editing.
- Experienced with social media platforms, especially TikTok, and knowledgeable about current trends and best practices.
- Familiar with user experience (UX) design principles and capable of conducting and analyzing user surveys.
- Detail-oriented with strong organizational skills to manage multiple projects simultaneously.
- Creative and innovative, with the ability to develop engaging and informative content that enhances the museum's digital presence.
- Capable of working collaboratively within a team and independently when needed.

- Passionate about art, history, and cultural content, with a keen interest in museum work

The fellowship recipient will commit to working on-site at MCNY for 8 hours/week (120 hours/semester for the fall 2024 and spring 2025 semesters: 30 weeks total from September 2024-May 2025).

This fellowship includes a scholarship in the amount of \$7,730 that will be divided equally between the fall 2024 and spring 2025 semesters. Fellows must either present their Fellowship project at the School of Information's [InfoShow](#) at the end of the spring 2025 semester or register for INFO 698 Practicum/Seminar. The successful applicant must take at least 6 credits in both the fall 2024 and spring 2025 semesters.

The fellowship recipient will be selected by staff of MCNY following an initial review by Pratt SI. Official notification will be made by late August 2024. Please note that continuation of the fellowship through spring 2025 is contingent upon review of the fall 2024 semester by MCNY staff.

Eligibility

To be eligible for consideration, an applicant must:

- Have started the MS Museums and Digital Culture program no later than spring 2024

Application submission & deadline

To apply, send the following as one .pdf file to qlai@pratt.edu -

- Completed Applicant Information Sheet (see section below)
- Resume/CV
- Statement of purpose (1-2 pages explaining why you're applying for the fellowship and what you hope to gain from the experience, etc.)

The deadline is 5pm EST, Wednesday, August 28, 2024.

APPLICANT INFORMATION

Name:

Pratt ID#:

E-mail:

Telephone:

STATEMENT OF ACCURACY

I hereby affirm that all the above stated information provided by me is true and correct to the best of my knowledge.

Applicant signature

Date