Pratt School of Information

Museum of the City of New York Fellowship 2026-2027

<u>Fellowship information</u>

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 Manager 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. The Fellow will also support the development of audio tours and standard tours on Bloomberg Connects and help shape content strategy for social media campaigns tied to upcoming exhibitions, including the triennial and a show on the Gilded Age.

Responsibilities include:

- Developing and uploading content for upcoming exhibitions on the Bloomberg Connects app, including building regular tours and audio tours, uploading artwork, and thinking through video and audio content needs.
- 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, producing high-quality videos for social audiences, and helping shape content strategy for exhibitions such as the *[Halumii Ktapihna: Lenape Legacies and Futures](#)*, *[New York Now: After Dark](#)*, our acclaimed photography Triennial and a show on the Gilded Age.

The ideal candidate will be:

- Proficient in digital content creation, including video production and editing in Adobe.
- 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 2026 and spring 2027 semesters: 30 weeks total from September 2026-May 2027).

This fellowship includes a scholarship in the amount of $8,200 that will be divided equally between the fall 2026 and spring 2027 semesters. Fellows must either present their Fellowship project at the School of Information's InfoShow at the end of the spring 2027 semester or register for INFO 698 Practicum/Seminar. The successful applicant must take at least 6 credits in both the fall 2026 and spring 2027 semesters.

The fellowship recipient will be selected by staff of MCNY following an initial review by Pratt SI. Official notification will be made in late April 2026. Please note that continuation of the fellowship through spring 2027 is contingent upon review of the fall 2026 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 2026

Application submission & deadline
To apply, please submit the online form with the following uploads; Pratt Google Drive login required: https://bit.ly/prattischool-fellowship-apply
- 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 Monday, April 6, 2026.