



Marketing Internship Position Description

Position Title: Marketing Intern

Supervised By: Director of Marketing

Dates

Spring: Mid-January through April (application deadline December 1)

Summer: Mid-May through August (application deadline April 19)

Fall: Mid-September through December (application deadline August 1)

Time Commitment: Minimum of 20 hours per week with weekday and weekend shifts. Internships are unpaid.

Duties

Students in this position assist the Director of Marketing with various tasks related to promotional activities, cultivating strong relationships with our audiences (members, general public, media, tourists, etc.), social media, graphic design, photography, and other marketing-related duties as assigned. The student is expected to attend special events. Typical internships are 20 hours per week with occasional evening and weekend activities.

Responsibilities

Assist Director of Marketing as needed with these activities:

- Social media content creation and monitoring
- Market analysis and research
- Graphic design projects
- Photography and videography
- Writing news releases and media relations
- Creating and maintaining materials for the zoo's website and blog
- Completing other projects and duties as assigned

Additionally, there may be opportunities to assist in planning and implementing special events. Some clerical and general office duties may be assigned.

Skills and Qualifications

- Actively pursuing a degree in marketing, graphic design or other related field of study
- Strong written and oral communication skills
- Strong working knowledge of social media platforms required
- Knowledge of graphic design, photography and photo/video editing
- Possess strong organizational, creative-thinking and problem-solving skills and an ability to manage multiple projects and deadlines.
- Able to understand and follow written and oral instructions
- Desire to work in public and professional settings
- Ability to complete physical work outdoors in a variety of weather conditions
- Working knowledge of Microsoft Office software (Word, Excel, Publisher, PowerPoint) and social media platforms (Facebook, Instagram, YouTube, Pinterest); experience with Adobe Creative Suite, HTML coding and blogging is preferred but not required.

Benefits

- Experience working in an AZA-accredited Zoo
- Experience in a variety of marketing activities
- Free Individual + 1 membership for one year

Work Environment

The work environment characteristics described here are representative of those an intern encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this internship, the intern is regularly exposed to outdoor weather conditions, and occasionally exposed to adverse environmental conditions such as dirt, dust, pollen, odors, fumes, temperature and noise extremes, airborne particles, and animal waste. The noise level in the work environment can be higher than moderate based on the number of visitors at the zoo.

Physical Demands

The physical demands described here are representative of those that must be met by an intern to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this internship, the intern is regularly required to use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The intern is required to stand and stoop, kneel, crouch, crawl, walk and stand for extended periods of time. The intern must occasionally lift and carry up to 30 pounds. The intern is occasionally required to carry and set up tables, chairs, boxes of supplies, and other necessary equipment.

How to Apply

Please download the application from our website in either a Word document or PDF. You can email this completed application, cover letter, resume, one letter of reference and/or three references and their contact information to Haley Hedstrom, Director of Marketing, at hhedstrom@lszoo.org or drop it off at the Zoo.