



## JOB DESCRIPTION

<b>Job Title:</b>	<b>Events Sales &amp; Marketing Intern</b>
<b>Department/Location:</b>	Henry Vilas Zoological Society
<b>Reports to:</b>	Manager of Events
<b>Fair Labor Standards Act Status (FLSA):</b>	Intern
<b>Employment Status:</b>	Part Time
<b>Revision Date:</b>	4/12/2018

### JOB SUMMARY

The Events Sales & Marketing Intern is responsible for assisting in the outreach, planning and implementation of private events for the Henry Vilas Zoological Society. The Intern will primarily focus on external events, including corporate night rentals, birthday parties, reunions, baby & wedding showers, etc. The Intern will serve as lead staff, with support from the Manager of Events, with day-of event logistics, set up and break down needs, and on-site volunteer management. Additionally, this role will work directly with clients, planning events, coordinating with vendors & reviewing contracts. This role will also interact regularly with volunteers, donors, members, guests, and vendors. Excellent customer service skills are a must. This position requires a high level of organization, acute attention to detail, self-motivation & initiative, as well as an affable demeanor.

### PRIMARY FUNCTIONS AND RESPONSIBILITIES

- Responsible for growing the zoo's facility rentals program.
- Be able to answer inquiries about private events efficiently.
- Responsible for assisting Manager of Events with organization and execution of private events.
- Coordinate event logistics and communicate appropriately to participating vendors and guests as assigned.
- Coordinate with Volunteer Coordinator and Manager of Volunteer Services to ensure staffing and volunteer needs are met for events.
- Assist in management of events-related Google docs, sheets & event RSVPs.
- Create engaging social media posts promoting the facility rentals program.
- Communicate and execute all event logistics and safety plan in conjunction with the Event Manager, Zoological Society & Henry Vilas Zoo Staff.
- Provide top quality customer service to guests, vendors, members, partners and sponsors and answer correspondence efficiently.
- Grow the facility rentals program- partnering with event planners and vendors as needed
- Outreach to corporations, organizations and individuals regarding the rentals program



- Host semi-annual on-site open houses & catering tastings with direction from the Manager of Events.
- Ensure all rental forms and preferred caterer’s contracts are completed, updated and organized at the direction of Manager of Events.
- Review incoming event invoices for accuracy and ensure expeditious payment.
- Other duties as required.

### SECONDARY FUNCTIONS

- Collaborate with Zoological Society staff and Henry Vilas Zoo staff, board, and volunteers on projects and other duties as needed.
- Coordinate the cleaning of event spaces as needed (Main Tent & Zoo Grounds).

### JOB QUALIFICATIONS

#### Required Knowledge and Competencies:

- Strong multi-tasking skills, and ability to make quick decisions and stay level-headed.
- Ability to work in close collaboration with other key team members and volunteers.
- Strong organization and time management skills.
- Computer Knowledge: Proficiency in Microsoft Office suite, specifically Outlook, Excel and Word, as well as Google documents, sheets & drive.
- Social media knowledge strongly preferred.
- Outstanding written and oral communication skills.
- Excellent customer service skills and experience.
- Ability to work weekends & after hours for events as needed.

#### Education and Experience:

- Some college is required, upperclassmen & graduate students preferred.
- Comparable experience and training may be substituted for minimal education requirements.
- Previous nonprofit or project management experience is preferred.

### WORKING CONDITIONS

- Must be able to lift at least 40 lbs.

### PHYSICAL REQUIREMENTS

	NOT REQUIRED	OCCASIONALLY (33%)	FREQUENTLY (66%)	CONTINUOUSLY (100%)
<b>Standing</b>				X
<b>Walking</b>				X
<b>Sitting</b>				X
<b>Lifting</b>			X	



Carrying			X	
Pushing			X	
Pulling			X	
Climbing		X		
Balancing		X		
Stooping		X		
Kneeling		X		
Crawling		X		
Reaching			X	
Handling			X	
Speaking				X
Hearing				X
Seeing				X
Color Vision				X
Depth Perception				X

**To apply:** Please send resume & cover letter to Crystal Padley, Manager of Events, Henry Vilas Zoological Society at [crystal@vilaszoo.org](mailto:crystal@vilaszoo.org) by May 11<sup>th</sup>.