

FRIENDS OF THE ZOO COMMUNICATIONS INTERNSHIP

Job Title: Social Media Intern
Reports to: Marketing & Communications Manager
Term: February – May 2018, with potential for summer extension

Major Areas of Responsibility

Work closely with the Friends of the Zoo staff with various marketing, communication and fundraising projects that increase the visibility of and community engagement with the Zoo.

Specific duties will be flexible but may include:

1. Write and develop content for the zoo's social media and learn the appropriate tones and messaging for representing an organization
2. Write, compile, and send bi-weekly e-newsletters
3. Gather essential information and write articles for the quarterly newsletter
4. Complete simple graphic design projects
5. Take photos on the zoo grounds and at zoo events
6. Gain experience interviewing zoo staff and scientists
7. Assist as needed at zoo events
8. Assist staff with special projects

Internship Compensation

- Internship is 10 hours per week with flexible scheduling between 8:30 and 5pm on weekdays.
- There is a stipend associated with this internship.

Qualifications and Conditions

- Strong written and verbal communication skills essential
- Excellent organizational skills and attention to detail
- Ability to work in close collaboration with other key team members including staff and volunteers
- Ability to work calmly and proficiently under deadlines and pressure
- Interest in animals, zoos, fundraising, and/or nonprofits
- Prior professional or academic experience marketing, communications or public relations
- Ability to interact with people of all levels in the community including media, businesses, academic institutions and government
- Computer competence. Proficiency in Microsoft Outlook, Word and Excel. Prefer experience with and Social Media tools.
- Graphic design knowledge (Adobe Illustrator, Photoshop and/or InDesign)
- Mac experience preferred
- Subject to personal background check