



## **Communications, Marketing & Social Media Intern Position Description**

Intern will assist the Education & Volunteer Programs Coordinator with coordination and application of all social media platforms (ex. Facebook, Twitter, Instagram, Pinterest, YouTube, etc.) utilized by the NEW Zoo. This includes posting, creating content, and interacting appropriately with users to implement and manage a variety of communications and social media tools. Opportunities also exist for qualified interns to create graphic designs and digital media content, such as videos (i.e. for YouTube), posters, website headers, and more.

Days and hours are flexible, but ideal candidate would work 6 to 15 hours per week; schedule is negotiable. Some work can be done from home/off-site. Minimum of one full semester commitment requested. Position is unpaid.

### **Duties include:**

- Work with staff to develop and meet goals for the zoo's social media presence; analyze similar-institution social media presence and strategies
- Assist with digital-media marketing of the zoo and interacting with our large follower-base on an array of social media platforms; create effective, engaging posts, including for educational and advertising purposes
- Monitor activities and user interactions on all platforms
- "Live tweeting/instagraming/etc." for special events
- Assisting with maintaining the zoo's online digital map with zoo and species information
- Opportunities also exist for creation of digital content – including videos, sound clips, and graphic designs/posters/etc.

### **Qualifications**

- Excellent written and oral communication skills
- Professional, motivated, self-starter
- Willingness to work on a flexible schedule; some special events are on evenings and weekends
- Ability to work with indirect supervision in a busy environment
- Computer experience and working knowledge of popular social media platforms
- Organized
- Experience with photography and/or videography a plus
- Candidates must have their own computer/laptop and appropriate related software/hardware

### **Benefits:**

- Letters of recommendation can be provided upon successful completion of internship
- Student will gain experience in supporting communications and branding for a large public organization. The NEW Zoo has nearly 30,000 followers on Facebook alone, and we are constantly striving to grow our social media presence! YOU can be a part of our success!