

Title: Marketing and PR Internship

Description: Assist the Director of Marketing and PR with planning and execution of strategy. This intern should be prepared to work in a fast-paced team environment, and will finish the internship having gained broad experience in various aspects of marketing for a non-profit organization.

Responsibilities

- ❖ Assist in the creation of signage, circulars, e-mail campaigns, on line promotion, etc.
- ❖ Assist in the distribution or delivery of marketing materials
- ❖ Assist with fulfillment of marketing offers
- ❖ Perform analysis of marketing and sales data
- ❖ Open and sort mail
- ❖ Provide support to social media efforts/campaigns
- ❖ Maintain tracking report of public relations activity
- ❖ Project: All interns are required to complete either an observation based research project or other deliverable as determined by internship area and mentor
- ❖ Journal: All interns must complete daily journal entries which are turned in and reviewed monthly.
- ❖ Other related duties as assigned

Requirements

- ❖ Minimum 1 year of college with 2.5/4.0 overall GPA.
- ❖ Must submit to drug testing prior to start of internship and prove clear throughout internship
- ❖ Ability to write and speak English fluently
- ❖ Must be majoring in Sales, Marketing or Advertising
- ❖ Able to work nights and weekends if needed
- ❖ Excellent verbal and written communication skills, with extensive knowledge of Web and social media. PowerPoint, Word and Excel experience is a bonus
- ❖ Minimum of 3 days a week and at least 240 hours

Additional Notes

Interns will be expected and required to interact with a diverse team of animal programs staff, interns, volunteers and guests. Interns will be expected to follow the directions of paid staff for their personal safety and safety/care of all animals. Interns will be expected to work irregular schedules including weekends and holidays if applicable during placement.

Naples Zoo reserves the right to dismiss an individual from the internship at any point during the internship.

Wages: All Naples Zoo Internships are Unpaid