

JOB TITLE: Marketing Intern

REPORTS TO: Marketing & Public Relations Manager

JOB CLASSIFICATION: The internship is unpaid. With that in mind, part-time interns are welcome and schedules are flexible. School credit is also available, and the internship can be customized to meet certain requirements.

JOB PURPOSE: To assist the Marketing Department with development of promotional materials, social media management, and photography needs.

TYPICAL DUTIES AND RESULTS: Interns will be responsible for designing print and digital promotional materials as well as a variety of marketing-related projects. This may include: poster design, website design, t-shirt design, brochure design, press release writing, the development of social media content, and photographing events. Interns will have the opportunity to assist and learn the management aspect of a business including but not limited to: customer service, graphic design, marketing, public relations, and promotion development.

An internship with the Racine Zoo's Marketing Department is perfect for students looking to pursue marketing, public relations, communications, or graphic design related fields. The multi-faceted experience prepares students with necessary skills for post-graduate employment.

QUALIFICATIONS:

- Have a willingness to work hard and learn.
- Show commitment and dedication.
- Graphic design experience required.
- Familiarity with social media (Facebook, Twitter, and Instagram) is required.
- Website and photography knowledge is a plus.
- Possess knowledge of Word, Excel, PowerPoint, Adobe Illustrator, and Adobe Photoshop software.
- Possess exceptional oral and written communication skills.
- Be pursuing a degree in marketing, communications, graphic design, public relations, or related field.

Applications are considered on a rolling basis, and dates are flexible.

To apply, please send a resume, cover letter, 3 – 5 examples of photography, and 3 – 5 examples of graphic design work to:

Kristen Humphrey
Marketing & Public Relations Manager
Racine Zoo
200 Goold Street
Racine, WI 53402

Or email kristen@racinezoo.org with the subject line "Marketing Internship"