

Public Relations & Marketing Intern Description

The Texas Zoo

Description

The Texas Zoo is a zoological institution located in Victoria, Texas and serves South Texas as a leader in conservation education. This internship is designed for college students, or recently graduated students pursuing careers in Nonprofit Public Relations/Marketing, event and program planning or related field. The Texas Zoo is seeking an Intern to assist with the zoo's online presence and event planning. Applicants must have reliable transportation and provide their own housing. The Texas Zoo internships are unpaid. If college credits are desired, it is solely the student's responsibility to coordinate through their academic institution to receive credits. Students requesting to conduct a special project during the internship must submit a proposal to be considered for approval.

Responsibilities

Selected applicants will assist with all functions of the Public Relations/Marketing Department of The Texas Zoo. Intern duties will include but are not limited to:

- Supporting the Program Manager to curate & create daily content that builds meaningful connections and encourages follower engagement through social media
- Research new social techniques, platforms and trends
- Distributing event information and promotional materials across multiple online channels and public event calendars
- Staying up to date on platform posting guidelines
- Assist with the planning, promotion, and execution of events, programs and services
- Website Administration

Qualifications/Experience

- Must be at least 18 years of age.
- Must be able to commit to a minimum of 20/hrs a week, but prefer 40 hrs/week
- Must be available for 12-17weeks
- Must be a current student (undergraduate or graduate), or recent graduate
- Excellent verbal and written skills.
- Must be a reliable, motivated self-starter
- Practical experience in Adobe Creative Suite
- Working knowledge of the following social media platforms:
Twitter, Facebook, Instagram, Google+, Snapchat

Learning Outcomes:

- Experience in event planning and promotion
- Experience in graphic design
- Further developing creative abilities
- Knowledge/experience in wildlife conservation issues
- Experience working with various software platforms

Work Environment

The schedule for this internship may include weekends, evenings and holidays. This position at times may include a high degree of public interaction with zoo guests of all ages.

Where to apply

Interested applicants may send Cover Letter, Resume and 3 references to contactus@texaszoo.org. Option to submit samples of previous work if desired. Please put "Public Relations/Marketing Intern Application" in the subject line of email.