



# Public Relations/Marketing Internship

## Duties

University students in this position assist the Public Relations/Marketing Director with various tasks related to cultivating strong relationships with the general public, local and regional news media, Friends of the Zoo members and other important audiences. The student is expected to attend special events and encouraged to attend a Friends of the Zoo board meeting and other zoo-related and professional meetings as appropriate. Typical internships are 8-12 hours per week with occasional evening and weekend activities.

## Responsibilities

Assist Public Relations/Marketing Director as needed with these activities:

- writing for and producing quarterly *WildTimes* magazine;
- writing news releases, coordinating topics for regular television features as needed and attending interviews;
- creating and maintaining materials for the zoo's website, blog and social media profiles; and
- completing other projects and duties as assigned.

Additionally, there may be opportunities to work with the zoo's event coordinator to assist in planning and implementing special events. Some clerical and general office duties may be assigned.

## Skills and Qualifications

- Junior, senior or graduate student pursuing a degree in public relations, marketing or related field of study; minimum 3.0 GPA.
- Strong written and oral communication skills, including good interpersonal skills (two samples of public relations writing required). Knowledge of AP style is preferred.
- Strong working knowledge of social media platforms required. Knowledge of photo and video editing/manipulations is preferred but not required.
- Possess strong organizational, creative-thinking and problem-solving skills and an ability to manage multiple projects and deadlines.
- Able to understand and follow written and oral instructions.
- Desire to work in public and professional settings.
- Ability to complete physical work outdoors in a variety of weather conditions.
- Working knowledge of Microsoft Office software (Word, Excel, Publisher) and social media platforms (Facebook, Twitter, YouTube, Flickr); experience with Adobe Creative Suite, HTML coding and blogging is preferred but not required.
- Physical requirements include the ability to push, pull or lift up to 35 pounds and working both indoor and outdoor with extreme temperatures for hours at a time.

## Application

Submit the zoo's internship application, a resume, two public relations writing samples and two letters of recommendation from university faculty to agency supervisor. Qualified applicants will be contacted for an interview. Interns selected for the position must complete a background check.

## Agency Information

Friends of the Zoo / Dickerson Park Zoo  
Melinda Arnold, Public Relations/Marketing Director  
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