

Internship Position Description City of Lafayette, Indiana

POSITION: Education & Communication: Social Media Intern
DEPARTMENT: Columbian Park Zoo
JOB CATEGORY: Unpaid Internship

The Columbian Park Zoo is offering an opportunity for students to participate in an unpaid internship in the marketing and public relations field of study. Students will help promote the zoo through advertising, public relations, special events, community outreach, social media and more.

Internships are unpaid. Housing and transportation are the responsibility of the intern candidate.

RESPONSIBILITIES:

- Assist with the Zoo's social media communications, including creating content, drafting weekly plans, scheduling posts, monitoring engagement, and delivering organizational responses, as directed
- Monitor social media feeds of other zoo/related organizations for trends
- Identify potential social media partnerships/cross-over opportunities within the community
- Assist with the planning and execution of zoo special events, including set-up and tear-down
- Suggest and develop new social media strategies for various zoo functions
- Assist with photography and videography needs, including selection and editing
- Assist with the development of promotional pieces for social media
- Perform office administrative tasks as needed (typing, filing, folding, collating, mailings, data entry, etc.)
- Enthusiastically interact with zoo visitors and general public in a promotional capacity
- May assist with other Zoo Education Department programs and initiatives, as needed
- Perform related duties as assigned

REQUIREMENTS:

- Capable of initiating and maintaining strong professional relationships
- Must demonstrate a high level of organization and self-motivation
- Demonstrate superior oral and written communication skills
- Ability to utilize office equipment such as copy, fax and lamination machines
- Experience in Microsoft Office Suite (Word, Publisher, Excel, Outlook, Access)

- Experience in Facebook, Twitter, Instagram (minimum required) and additional platforms and tools (preferred)
- Demonstrated ability to interact and cooperate with numerous staff members

QUALIFICATIONS:

- Minimum 2.5 GPA
- Able to commit to the time requirements of the internship semester
- Ability to work in a team setting
- Ability to follow oral and written instructions
- Ability to speak in public situations
- Ability to obtain and maintain a valid driver's license
- Ability to work weekends, holidays and evenings as assigned
- Ability to effectively communicate orally and in writing with co-workers, community organizations and the public, including being sensitive to professional ethics, gender, cultural diversities and disabilities

PHYSICAL EFFORT AND WORK ENVIRONMENT:

Interns perform duties indoors and outdoors including: the handling of a variety of animals with different temperaments, exposure to animal bites and possible zoonotic diseases; as well as exposure to dust, dirt, adverse weather conditions, extreme temperatures, cleaning chemicals and power tools for which safety precautions must be followed at all times to avoid injury to self and others.

Interns perform duties that involve sitting and walking at will, keyboarding, speaking clearly, pushing/pulling/lifting/carrying objects weighing less than 50 pounds, reaching, bending, handling/grasping/fingering objects, hearing communication, color and depth perception, and close and far vision. Intern occasionally works extended, weekend and/or evening hours.