



Specialty Internship: Social Media

This position contributes to the success of Brookfield Zoo Chicago by amplifying our message about animal conservation, providing extraordinary guest experience, and informing guests and members about all of the opportunities, events, and experiences available here through a variety of digital media and social media platforms.

- Assist with social media channels (Facebook/Twitter/Instagram/Snapchat), including creating schedule, writing copy for posts, editing posts for clarity/length, replying to comments, and answering messages.
- Assist with social media content creation as well as management of the Zoo's social media channels (Facebook, Twitter, Instagram, TikTok, YouTube, Giphy, etc.)
- Work alongside Social Media Coordinator on crafting, managing, and maintaining the digital voice and tone of Brookfield Zoo Chicago
- All interns are required to complete either a final project or daily journal as part of their experience.
- Other duties as assigned.

AT A GLANCE

PAY RATE: Unpaid

HOURS/WEEK: Part-Time (min. 16 hours/week)

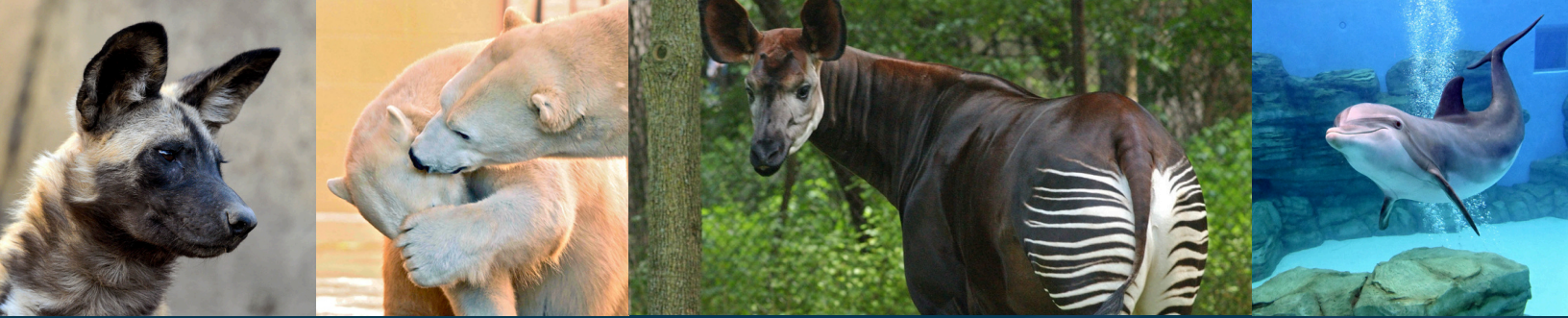
COMMITMENT: 10-12 weeks

LOCATION: Onsite at Brookfield Zoo Chicago

WORK GROUP: Marketing & Communications

PREREQUISITE: At least 1 year of college credit & experience

COLLEGE CREDIT: Available upon request



Position Details: Social Media

Requirements

- Minimum one year in a collegiate program in communications, mass media, journalism, public relations, web design, or other relevant field.
- Minimum 18 years of age
- Valid driver's license required.
- Possess excellent writing skills; A digital portfolio of writing samples is required at the time of application.
- Familiarity with a variety of social media platforms such as Facebook, Instagram, TikTok, etc. and ability to design social media assets such as Instagram stories.
- Strong computer and internet skills.
- Experience and/or ability to work and interact effectively with a diverse, multicultural audience.
- English fluency (reading, writing, speaking) and strong interpersonal skills required; multilingual ability, Spanish, a plus.
- All interns are required to complete either a final project or daily journal as part of their experience.

All interns, regardless of proximity to animals, must have an up to date TDAP (Tetanus, Diphtheria, and Pertussis) vaccination (booster within the last 10 years) and test negative for TB (Tuberculosis) within the last 12 months.

Scheduling Expectations

Brookfield Zoo Chicago operates 365 days a year. Schedules vary by position, but may include weekends, holidays, early mornings, and evenings. Successful interns exemplify a positive attitude, strong work ethic, an eagerness to learn, and an ability to work effectively both in a team and independently. Given the competitive landscape of professional animal care, candidates should be mindful of the following scheduling requirements:

- Must be willing to commit to at least 16 hours per week for 10-12 weeks in a term, not to exceed 480 total hours.
- Any anticipated scheduling conflicts should be disclosed during the interview process.

Preferred Qualifications

- Possess excellent writing skills, with writing samples available upon request; comfortable writing copy.
- Strong understanding of social media trends.
- Some graphic design skills and familiarity with programs like Canva.
- Spanish fluency a plus.
- Creative thinker with attention to detail with a genuine interest in wildlife and conservation.