



Specialty Internship: Marketing & Communications

This position contributes to the success of Brookfield Zoo Chicago by assisting in creating and advancing communication strategies that support the zoo's mission to connect people with wildlife and nature. This includes developing and executing digital and traditional communications with the zoo's strategic communication plans and overall goals to connect, care, and conserve.

- 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. (30%)*
- Assist with website updates and page editing, utilizing content management system (Kentico CMS) (20%)*
- Assist with writing copy for member emails and editing photographs. (10%)
- Assist with writing press releases and fact sheets as needed. (10%)*
- Assist with weekly internal communications (5%)
- Assist in generating and pitching zoo stories as requested, including writing news release/pitch letter, targeting media, and pitching the story. (5%)*
- Making follow-up calls with media when appropriate. (5%)
- Escort media in the parking lot and through zoo, including some weekends. (5%)
- Assist in filling media requests for interviews, images, b-roll, etc. (5%)
- Other related duties as assigned. (5%)

AT A GLANCE

PAY RATE: Unpaid

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

COMMITMENT: 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: Marketing & Communications

Requirements

- One year of college credit and experience required; majoring in marketing, communications, journalism, or other related field.
- Strong interpersonal and communication skills. Intern must be comfortable in a dynamic, mission- and value-driven organization with an evolving culture. Individuals must have a high level of energy, be self-motivated, and have a commitment to professional excellence.
- Strong computer and internet skills.
- Valid driver's license required.
- Possess excellent writing skills; be prepared to provide writing samples upon request.
- Excellent customer service, strong verbal communication skills, teamwork, flexibility, and the ability to be a strong advocate of the Zoo.
- English fluency (reading, writing, speaking) and strong interpersonal skills required; multilingual ability, Spanish, preferred.
- 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 12 weeks in a term, not to exceed 480 total hours.
- Any anticipated scheduling conflicts should be disclosed during the interview process.

Preferred Qualifications

- Multilingual ability, Spanish fluency a plus.