

Title: Marketing and Public Relations Internship – Potawatomi Zoological Society

Start Date: ASAP

Reports to: Society Director

Hours/Rate: Approx. 12 – 20 hours per week. Some late afternoon and evening hours required. Internships available year-round.

The *Potawatomi Zoological Society* is a non-profit, membership organization supporting the *Potawatomi Zoo*. The Society is responsible for overall marketing, corporate sponsorship, membership, promotions, advertising, special events and fund development for the Zoo.

This internship will focus on hands-on experience and involve all facets of the Society. The intern will be responsible for projects and be assigned specific areas of responsibility during the internship based on personal interest, needs and experience.

1. Assist in planning and executing special and members-only events and promotions.
2. Assist in developing marketing materials for special events and members-only promotions.
3. Assist in updating photo libraries.
4. Draft thank you letters to media, volunteers and vendors.
5. Assist in research, planning for and writing press releases.
6. Maintain and update yearly press release binder.
7. Update media contact lists as needed.
8. Assist with website maintenance and updates.
9. Handle distribution of press releases appropriate media representatives as necessary.
10. Distribute zoo brochures to local businesses and community partners.
11. Post and update zoo events on web calendars.
12. Maintenance of bi-monthly e-newsletter and listserv.
13. General office duties as they relate to the daily operations of the project and department, including but not limited to: data entry, copying, filing, faxing, responding to requests for information, supervise special mailings.
14. Additional projects to be assigned.

Qualifications:

1. College majors: Marketing, Non-Profit Management, Public Relations, Communications or other related majors.
2. Interest in non-profit experience, a plus.
4. Working knowledge of Microsoft Word and Excel. Internet proficiency and experience with Microsoft Publisher is helpful.
5. Excellent organization and communication skills.
6. Ability to meet deadlines and work in a timely manner.
7. Ability to deal with internal and external constituencies in a professional manner.
8. Creative, enthusiastic, and detail-oriented.
9. Weekends, evenings and irregular hours will be required.
10. Ability to work in a fast paced environment

