

**The Maryland Zoo in Baltimore
Intern Position Description**

Title: Marketing & Digital Media Intern

Department: Marketing

Supervisors: Director Marketing & Digital Media, Manager of Volunteers

Location: Marketing, Mansion House Building

Summary: Founded in 1876, The Maryland Zoo in Baltimore is the third oldest zoo in the United States and is internationally known for its contributions in conservation and research. The Maryland Zoo in Baltimore is also a major tourist and educational destination and welcomes over 460,000 guests annually. The Marketing Department's responsibility is to support initiatives for all departments of the Zoo and to promote the Zoo through advertising, collateral materials, website content, social media, and on-grounds signage. Marketing & Digital Media interns will be engaged in an immersive experience suitable for students pursuing a degree in marketing, communications, and digital media, or a related field. Interns should expect to contribute to the development, design and production of marketing materials, revise pages and create content for the Zoo's website, update and maintain multiple social media platforms, and assist in copywriting for a variety of projects including event materials and newsletters. The time commitment for this position is flexible, but requires a regular weekly commitment for the duration of the session.

Responsibilities:

- Create, upload, and update social media posts and web content;
- Take, edit, archive and tag photographs;
- Assist with recording, editing, and archiving videos; and
- Learn and gain experience in marketing and promotion.

Qualifications:

- Must be an undergraduate pursuing a degree in Interactive Media, Video, Digital Arts and Media, Public Relations, Advertising or any related majors;
- Juniors and Seniors are preferred;
- Must have proficient knowledge in Adobe programs;
- Ability to handle multiple tasks;
- Excellent school portfolio needed;

Opportunities: Marketing can offer up to one Marketing & Digital Media internship position per session.

Training: Maryland Zoo Intern Orientation (2 hours); Observing, shadowing and on-the-job.