

The Maryland Zoo in Baltimore Intern Position Description

Title: Visitor Studies Intern

Department: Conservation Education/Conservation

Supervised by: Director of Interpretation & Evaluation

Dates: February – May 2025

Time Commitment: Internships are 12-14 weeks and typically follow a part-time workweek pattern: Interns must be able to volunteer between the hours of 10:00 am and 2:00 pm at least twice per week, which will include some weekend days. The department supervisor sets final schedules.

Overview:

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 is also a major tourist and education destination that welcomes 450,000 guests annually.

As an AZA-accredited institution, the Maryland Zoo is committed to using evidence to demonstrate the effectiveness of its programs for achieving mission-based outcomes. The Visitor Studies Intern will support efforts to understand visitor needs and wants as well as measure the impact of our programs on visitors by collecting data for a variety of projects that may range from surveying guests directly to observing and recording how guests move through and make use of an exhibit space.

The Visitor Studies Intern will learn how to collect qualitative and quantitative data that could be used to inform the development and modification of Zoo interpretives, programs, and experiences. This opportunity will provide insight into how social science research and evaluation can be applied in a zoo context to maximize positive impact on the guest experience and, ultimately, on conservation outcomes.

Please note: Internships are unpaid, and there is no reimbursement for transportation or housing.

Responsibilities:

- Support staff with data collection and analysis efforts that may include front-end, formative, and summative evaluations of both structured conservation education programs and interpretive experiences as well as visitor use of interpretive media (e.g., signage) and exhibit space (e.g., timing and tracking observations).
- Provide support for Zoo volunteers in carrying out visitor studies-related tasks (if applicable).
- Use manual (pen & paper, clicker counter) and digital (e.g, ipad, survey software) tools to collect quantitative and qualitative data
- Take ownership of developing an evaluation plan for one Zoo program or interpretive medium (e.g., a set of signage, on-grounds videos).
- Closely follow an established project protocol; protocols will vary widely from project to project

- When on-grounds, answer basic visitor questions about amenities, directions, and the Zoo in general
- All interns at the Maryland Zoo are required to complete a final project and present to zoo staff at the conclusion of their internship. This final project can be tailored to the position and department. Each project may be taken with you and used in your professional portfolio.

Qualifications:

- Be at least 18 years of age and current college student or recent graduate;
- Able to work with individuals from a wide variety of age groups and ethnic, cultural and economic backgrounds;
- Able to work independently;
- Have excellent communication and organizational skills;
- Have the ability to handle multiple tasks;
- Seeking college credit (strongly encouraged);
- Proficient in Microsoft Office applications; and use of technology (eg iPad)
- Comfortable speaking to guests
- Willing to learn about Maryland Zoo amenities, layout, operations, animal collection, and conservation efforts;
- Able to lift up to 30 pounds;
- Able to walk large areas of the Zoo as needed;
- Able to stand on hard surfaces for long periods of time;
- Able to work outdoors in all seasons and weather conditions.
- Able to read, follow, and implement detailed instructions.
- Able to lift, bend, twist, push, pull, etc.

Training: All interns must complete Volunteer Orientation, a Self-Guided Tour, and on-the-job training for position.

Benefits:

- The opportunity to learn in an AZA accredited facility.
- Hands-on experience, experiential learning and mentoring by our staff.
- Professional development workshops.
- Zoo Membership during your internship.
- Free Zoo admission, discount on purchases in Zoo gift shops and volunteer newsletter with wildlife news and Maryland Zoo happenings.
- Maryland Zoo Internships may be applied to receive college credit in accordance with your school's policy.

Apply here: <https://www.marylandzoo.org/about-us/internships/>

Please send resume and transcript here after applying: internships@marylandzoo.org