

POSITION DESCRIPTION

POSITION TITLE: Digital Content Internship

GROUP/DEPARTMENT: Digital Content/Marketing

JOB RELATIONSHIPS:

Reports to: Digital Content Specialist

Supervises:

BASIC FUNCTION: This position contributes to the success of the Chicago Zoological Society 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.

PRIMARY JOB DUTIES AND RESPONSIBILITIES:

1. Create content, oversee updates, and provide support for the CZS website. (25%)
2. Assist with social media content creation as well as management of zoo's social media channels (Facebook, Twitter, Instagram, TikTok, YouTube, Giphy, etc.) (25%)
3. Assist with content creation for weekly member and non-member newsletters as well as targeted marketing, event, and donor e-mails and communications. (20 %)
4. Work alongside Digital Content Specialist on crafting, managing, and maintaining the digital voice and tone of Brookfield Zoo. (20 %)
5. Other related duties as assigned. (10%)

POSITION REQUIREMENTS AND SPECIFICATIONS:

- Minimum 1 year of college with 2.5/4.0 overall GPA.
- Spanish fluency a plus, but not required.
- Strong computer and internet skills.
- Excellent organizational, written, and oral communication skills.
- Working knowledge of major social media channels (Facebook, Instagram, Twitter, etc.)
- CMS experience a plus, but not required.
- All interns are required to complete either a final project or daily journal as part of their experience.

ADDITIONAL INFORMATION:

PHYSICAL REQUIREMENTS:

See physical requirements sheet.