

INTERNSHIP POSITION DESCRIPTION

POSITION TITLE:	Digital Content Intern		
SEASON:	<input checked="" type="checkbox"/> Winter (Jan – April)	<input checked="" type="checkbox"/> Summer (May – Aug)	<input checked="" type="checkbox"/> Fall (Sept-Dec)
GROUP/DEPARTMENT:	Digital Content / Marketing		
POSITION MENTOR/REPORTS TO:	Digital Content Specialist		
PAID/UNPAID:	Unpaid		
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:

Indicate approximate % time for each duty listed over the course of the internship.

1. Create content, write blogs, oversee updates, and provide support for the CZS website. (40%)
2. Assist with social media content creation as well as management of the zoo's social media channels (Facebook, Twitter, Instagram, TikTok, YouTube, Giphy, etc.) (20%)
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. (10%)
5. Other related duties as assigned. (10%)

POSITION REQUIREMENTS AND SPECIFICATIONS

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

ADDITIONAL INFORMATION:

As part of your internship, you will work with your mentor to identify an independent project and/or ongoing journal detailing your experiences.