



INTERNSHIP POSITION DESCRIPTION

POSITION TITLE: Partnership Marketing Intern

SEASON:

Winter (Jan – April)

Summer (May – Aug)

Fall (Sept-Dec)

GROUP/DEPARTMENT: Marketing

POSITION MENTOR/REPORTS TO: Director of Partnership Marketing

BASIC FUNCTION:

This position contributes to the financial success of CZS by supporting partnership marketing's revenue-generation efforts.

PRIMARY JOB DUTIES AND RESPONSIBILITIES:

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

1. Support partnership marketing revenue generation and fulfillment by creating proposals, recap reports, etc. 35%
2. Conduct prospecting of potential sponsors through market and database research 32%
3. Serve as a liaison for selected sponsor activations and events at the Zoo 25%
4. If needed, support corporate volunteer activities conducted at the Zoo 3%
5. Other related duties as assigned. (5 %)

POSITION REQUIREMENTS AND SPECIFICATIONS

- One year of college with an interest in marketing, advertising, communications, business, or sales
- Excellent communications and interpersonal skills (verbal, written, and listening)
- Good organizational and project management skills
- Strong computer skills including: PowerPoint, Windows, Excel

ADDITIONAL INFORMATION:

This opportunity is a good fit for a student interested in learning more about sponsorship sales, marketing, and research. Daily responsibilities include market research via databases such as Winmo, preparing PowerPoint presentations after gathering collateral materials (such as photos and data), and interacting with sponsors while they are on-site.

PHYSICAL REQUIREMENTS:

Please see physical requirements on following page(s).