

Marketing Intern

Internship Description:

The Marketing Intern will assist in capturing content, both video and photo, for storytelling purposes and general documentation, organizing and maintaining our media library.

Learning Objectives

- Learn more about the art of content storytelling, both organic and promotional
- Hone skills in social media strategy, including learning how to implement and maintain a social media calendar, gaining knowledge in social reporting and introduction to platforms that assist in all of the above
- Learn how to craft social media posts that build connections and drive awareness of the Aquarium's mission
- Learn how to create, customize and sync content storytelling across social media, email and website

Requirements:

- Sharp eye for detail and content-worthy moments
- Thorough understanding of social media platforms, especially Facebook, Instagram and Twitter
- Working knowledge of content management systems, in particular WordPress
- Strong writing skills
- Great attitude and strong work ethic
- Comfortable in a fast-paced environment with tight deadlines
- Ability to work independently and as a team
- Weekend and evening hours possible

Education Requirements

Major(s): Marketing, English, Journalism, Communications

Classification: Sophomore, Junior or Senior preferred

Commitment Required:

12 hours per week for a minimum of 12 weeks, with the possibility of extension if desired

Wage

Unpaid; college credit may be available by your university

Application Instructions:

Apply at: <https://scaquariumvolunteer.applicantpro.com/jobs/>

Internship start dates for Summer 2019 are late July to mid-August