

## **Splash Fund Content Marketing Internship**

### **Purpose:**

To assist marketing department with creating an active presence within the community by becoming a Greater Cleveland Aquarium brand ambassador. Collaborate with and learn from experienced Greater Cleveland Aquarium employees while increasing marketing skills, knowledge, and experience. This is a unique opportunity to learn what goes into a comprehensive marketing campaign for a new city attraction.

### **Responsibilities:**

- Photograph and video day-to-day activities at the Greater Cleveland Aquarium
- Working with Marketing, Education, Curation and Artistic Production departments on photo/video requests
- Assisting to develop organized the photo and video database
- Assist with uploading and creating photo galleries to website and Flickr account
- Creating interesting and relevant videos featuring Aquarium programs, animals, etc.
- Working with Marketing department to ensure photos/images are available for collateral purposes
- Create short videos for the Aquarium's website, YouTube channel and other social platforms
- Assist with updating Aquarium blog
- Assist with special events at Aquarium (Adult Swim, Fin Fest, etc.)
- Dress and/or escort Aquarium mascot as needed
- Represent the Aquarium at external, community events
- Attend and participate in internal planning meetings
- Other projects as assigned

Interns must have knowledge of Adobe Photoshop and/or other image editing software

Interns must have knowledge of video editing software

Interns must be able to record content on own smartphone

Interns are expected to work 15-20 hours per week for 12 weeks, including evening or weekend events if necessary.

**Length of Internship:** 3-4 months

### **Compensation:**

Internship is unpaid. Stipend available based on performance of internship.

**Reports to:** Marketing Assistant

### **Requirements:**

- Currently pursuing college degree
- Enrolled as a sophomore, junior or senior in an undergraduate program
- Majoring in photography, public relations, journalism, communications, marketing or related field
- **MUST RECEIVE COLLEGE CREDIT**
- Must be assertive, outgoing, creative, hard-working, resourceful, independent thinker who is greatly interested in working in Attraction/Entertainment Marketing
- Strong communication skills
- Energetic and enthusiastic team player
- Clean driving record and reliable transportation

### **Apply:**

Submit cover letter, resume and one writing sample to [mwright@greaterclevelandaquarium.com](mailto:mwright@greaterclevelandaquarium.com) with the internship title and semester applying for in the email subject line.