

## **Splash Fund Digital 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:**

- Monitor and interact with audiences through the Aquarium's social media channels
- Assist in writing and scheduling posts on the Aquarium's media channels through Tweetdeck and Hootsuite
- Assist with reviewing analytics and insights
- Assist with creating end-of-month reporting to Director of Marketing
- Implement strategies for the blog and social channels
- Assist with keeping blog content updated
- Capture moments in Aquarium, both of animals and of guests, that help the Aquarium storytelling on social media channels
- 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
- Assist with website including finding photos and writing content
- Assist with ad campaigns through Google Adwords, Facebook Ads and Spotify
- Attend and participate in internal planning meetings
- Other projects as assigned

Interns are expected to work 15-20 hours per week, 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 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.