

Splash Fund Public Relations and Community Development 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:

- Able to craft tailored marketing copy
- Assist with planning, writing, editing and send press releases using Emma software
- Contribute to social media content
- Assist with pitches to news outlets
- Assist with media day
- Write, edit and design copy for e-newsletters using Emma software
- Compile print and TV media coverage for end of month reports to Director of Marketing
- Assist with writing copy for external materials, including brochures, press kits, etc.
- Research and maintain an up-to-date media database with media emails, phone, and mailing address
- Create grassroots campaigns to increase Aquarium visibility in community
- Escort media through Aquarium during media spots or journalism tours
- Dress and/or escort Aquarium mascot as needed
- Assist with special events at Aquarium (Adult Swim, Fin Fest, etc.)
- Attend and participate in internal planning meetings
- Represent the Aquarium at external, community events
- 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 with the internship title and semester applying for in the email subject line.