



## Splash Fund Content Marketing Intern

### Purpose:

To assist the 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. This program covers a variety of marketing techniques, with a heavy focus on social media and digital marketing.

### Responsibilities:

- Monitor and interact with audiences through the Aquarium's social media channels
- Assist in writing, planning and scheduling posts on the Aquarium's media channels
- Assist with reviewing analytics and insights
- Assist with end-of-month reporting
- Implement strategies for the blog and social channels
- Assist with keeping blog content updated
- Capture moments in the Aquarium, both of animals and guests, that help the Aquarium storytelling on social media
- Assist with ad campaigns through Google AdWords and Facebook
- Assist with special events at the Aquarium (Adult Swim, Fin Fest, Passholder Week, etc.)
- Dress and/or escort Aquarium mascot as needed
- Represent the Aquarium at external, community events / Splash Fund organized events, such as Adopt-A-Beach and Terrestrial Spotted Turtle Fundraising Events
- Attend and participate in internal planning meetings
- Other comprehensive marketing projects as assigned, such as blog posts, press releases / e-blasts, creating digital content pieces, posting events to around-town calendars, etc.

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

Length of internship: 3-4 months, Summer 2019

### Compensation:

Internship is unpaid. Stipend available based on performance of internship; mileage and parking included.

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 OR APPROVAL FROM PROFESSOR IN AREA OF MAJOR**
- Must be assertive, outgoing, creative, hard-working, resourceful, organized, detail-oriented, and an independent thinker who is greatly interested in working in Attraction/Entertainment Marketing
- Strong communication skills
- Energetic and enthusiastic team player
- Clean driving record, reliable transportation and personal laptop

### Apply:

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