



#### Splash Fund Digital Assets 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 photography and videography content.

##### Responsibilities:

- Photograph and video day-to-day activities at the Aquarium
- Working with Marketing, Education, Curation and Artistic Production departments on photos/videos
- Assist with Aquarium signage
- Assist with uploading and creating photo galleries to online accounts, such as Flickr
- Assist with editing/designing digital content
- Create interesting and relevant videos featuring Aquarium programs, animals, etc.
- Work with the Marketing department to ensure photos/images are available for collateral purposes
- Assist with organizing Aquarium photos in shared drive
- Create short videos for the Aquarium's site, YouTube channel and other social platforms
- Assist with updating the Aquarium blog
- Assist with end-of-month reporting
- 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 Turtles Fundraising Events
- Attend and participate in internal planning meetings
- Other comprehensive marketing projects as assigned, such as blog posts, press releases / e-blasts, creating social content, posting events to around-town calendars, etc.

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 their own smartphone.

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 and Senior Marketing Coordinator

##### 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 thinking 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.