



#### Splash Fund Outreach and Membership Marketing Intern

##### Purpose:

To assist the marketing department with creating an active presence within the community by becoming a Splash Fund/ Greater Cleveland Aquarium brand ambassador. Collaborate with and learn from experienced Greater Cleveland Aquarium employees while expanding marketing skills, knowledge and experience. This is a unique opportunity to learn what goes into marketing at a young city attraction. This program covers a variety of marketing experiences, with a heavy focus on outreach, strategy and content creation.

##### Responsibilities:

- Assist in writing, planning and scheduling posts on the Aquarium's media channels
- Assist with reviewing analytics and insights
- Assist with weekly and end-of-month reporting
- Implement strategies for the blog and social channels
- Write and send membership eblasts
- Organize outreach events
- Assist with ad campaigns through Google AdWords and Facebook
- Assist with special events (Adult Swim, Passholder Week, etc.)
- Help devise and organize an outreach campaign
- Dress and/or escort Aquarium mascot as needed
- Represent the Aquarium at external, community events / Splash Fund organized events, such as Terrestrial Spotted Turtle Fundraising Events
- Attend and participate in internal planning meetings
- Other comprehensive marketing projects as assigned, such as posting events

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

Length of internship: 3-4 months, Fall/Winter 2020

##### Compensation:

Internship is unpaid. Stipend available based on performance of internship; parking included, offsite event mileage reimbursed.

Reports to: Marketing Membership 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 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
- Able to set a regular schedule

##### Apply:

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