



## Splash Fund Events 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 events.

### Responsibilities:

- Assist with planning, coordinating and executing Aquarium events
- Contribute to Aquarium events, such as birthdays, overnights, Hauntaquarium, Adult Swims, etc.
- Develop ideas for current and new events
- Assist with end-of-month reporting
- Assist with organization of event inventory
- Develop promotional content to improve event awareness
- Assist with developing partners for promotional programs
- Dress and/or escort Aquarium mascot as needed
- Represent the Aquarium at external, community events / Splash Fund organized events, such as Adopt-a-Beach or 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, Fall 2020 (late August - early December)

### Compensation:

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

Reports to: Events Production 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 [aallen@greaterclevelandaquarium.com](mailto:aallen@greaterclevelandaquarium.com) with the internship title and semester applying for in the email subject line.