



Splash Fund Public Relations and Community Development 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 PR and media.

Responsibilities:

- Craft tailored talking points
- Assist with planning, writing, editing and sending of press releases using Emma software
- Contribute to social media content
- Assist with media days
- Take photos and videos
- Assist with end-of-month reporting
- Research potential sponsors and event partners
- Write, edit and design copy for external materials, including brochures, press kits, etc.
- Assist in writing, planning and scheduling posts on Aquarium media channels
- Research and maintain an up-to-date media database with media emails, phone and social handles
- Escort media through the Aquarium during media spots / journalism tours/ photo and video shoots
- Assist with special events at the Aquarium (Adult Swim, Fin Fest, Passholder Week, etc.)
- Dress and/or escort Aquarium mascot as needed
- Represent the Splash Fund and Aquarium by attending at least 2 community outreach events, 1 Adopt-a-Beach cleanups and Terrestrial Spotted Turtle Fundraising Events
- Attend and participate in internal planning meetings
- Other comprehensive marketing projects as assigned, such as blogging, e-blasts, creating digital content creation, 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 2020

Compensation:

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

Reports to: Director of Marketing

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
- Able to set a regular schedule.

Apply:

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