



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 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 PR and media.

Responsibilities:

- Able to craft tailored talking points
- Help create an in-house media training course
- Assist with planning, writing, editing and sending press releases using Emma software
- Contribute to social media content
- Assist with pitches to news outlets
- Assist with media days
- Assist with end-of-month reporting
- Write, edit and design copy for external materials, including brochures, press kits, etc.
- Research and maintain an up-to-date media database with media emails, phone, and mailing address
- Create grassroots campaigns to increase Aquarium visibility in the community
- Escort media through the Aquarium during media spots / journalism tours
- 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, 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 and 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

Apply:

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