



Position: Marketing Intern

Reports To: Associate Director of Marketing and PR

Position Summary:

The Marketing Intern is responsible for three primary projects, listed below. Additionally, the Marketing Intern will assist with tasks including, but not limited to, content creation for the Aquarium's website and blog, updating community calendar listings, and copy writing, under the advisement of the Marketing Team.

Primary Projects

1. Animal Database catalog creation for thelivingplanet.com, consisting of editing existing listings and creating at least 20 new animal listings
2. SEO best practices implementation throughout website
3. Online review monitoring and keyword/theme tracking analytics

Essential Duties and Responsibilities:

- Generate content and copy for thelivingplanet.com and other marketing channels
- Produce monthly social media content calendars for Facebook, Instagram, Twitter, and Snapchat
- Tracking/analyze online review themes and report on trends
- Maintain community calendar listings
- Adhere to the Aquarium's Five Keys
- Completion of all three assigned projects prior to end of internship
- Completion of all other duties as assigned

Education:

- Must have completed a minimum of junior year at an accredited college or university
- Working toward obtaining a degree in a related field (Marketing, etc).
- Basic understanding or interest in photography and/or videography, social media marketing, and email marketing preferred

Critical Skills/Competencies:

- Strong writing skills
- SEO knowledge preferred
- Must be able to follow basic instruction
- Must demonstrate attention to detail
- Excellent oral and written communication skills
- With training, have a basic knowledge and understanding of what is needed to become a member of a marketing team
- With training, be able to become familiar with the animals at LLPA and education and conservation messages

Scope of position:

The Marketing Intern must commit to 15 to 20 hours per week; preferably two full time days. The duration of the internship will be for 10 weeks.

Physical Demands of the Job:

- This opportunity requires long periods of sitting, standing, crouching, kneeling, lifting, and walking.
- Must be able to lift 50 lbs.

Special Working Conditions:

While this internship description attempts to describe the essential functions of the position, it does not prescribe or restrict the tasks that may be assigned. It does not restrict management's right to assign or reassign duties or responsibilities to this internship at any time.

Support Provided:

It is the responsibility of the Volunteer Service Department to:

- Maintain records for all active interns.
- Issue each intern an identification badge and uniform shirt(s).
- Provide ongoing support and assistance with intern/staff relationships.
- Administer and provide information regarding opportunity and benefits available for active interns.
- Provide a written reference pertaining to the intern's experience (hours contributed, length of commitment, job description) as requested.

Please submit an application at <http://www.thelivingplanet.com/internships/>

Please submit your resume and cover letter to volunteer@thelivingplanet.com

Loveland Living Planet Aquarium is an equal opportunity employer committed to hiring a diverse workforce and sustaining an inclusive culture. LLPA does not discriminate on the basis of disability, veteran status or any other basis protected class under federal, state or local laws.