

2019 Graphics and Marketing Intern (UNPAID)

Brandywine Zoo

DELAWARE STATE PARK INTERNSHIP PROGRAM



CLICK HERE TO APPLY: www.destateparks.com/volunteer/positions

DESCRIPTION

Brandywine Zoo is seeking a dynamic and engaging person to join our team! We are searching for a dedicated candidate to fill a 12-15 weeks minimum time commitment (with the possibility of extending). This is a flexible, part-time, 10-30 hour a week position that will work remotely. This person will serve as a Graphics and Marketing intern and work with the Education Department at the Brandywine Zoo designing graphics for exhibits and programs.

Location	Brandywine Zoo – Wilmington, DE https://brandywinezoo.org
Supervisor	Assistant Curator of Education
Term	12 to 15 weeks – 10 to 30 hours per week Term start and end dates are flexible

QUALIFICATIONS

- Applicants must be working toward/already have a degree in Graphic Design, Communications, Marketing, Public Relations or related field or have 5 years of experience.
- Ability to use general computer programs such as Microsoft Word and Publisher, as well as graphic design programs including Photoshop, InDesign, and Adobe Illustrator.
- Applicant MUST have access to Photoshop, InDesign, and Adobe Illustrator programs either on their personal computer or college campus computer. This is largely a remote position and the zoo does not provide a workspace.
- Desire to work in marketing, communications, advertising, promotions/sales, or relevant industry that incorporates these skills.
- Knowledge of social media and web design, and a demonstrated interest in how these channels work in concert.

REQUIRED SKILLS

- At least 17 years old with valid driver's license and reliable transportation
- Must be fluent in the English language (verbal and written communication)
- Overall GPA must be 2.5 or higher
- Good organizational skills
- Able and willing to read and follow verbal and written work instructions and work independently
- Willing to assist with administrative, customer relations, and housekeeping tasks
- Able to commit to upholding all Zoo safety and personnel policies, and support the overall mission
- Able to professionally represent the Brandywine Zoo in all interactions with visitors, staff, and other members of the community

RESPONSIBILITIES

The duties of the Zoo Graphics and Marketing Intern may include creation of graphics for zoo signage, design of marketing material, including ads, banners and flyers for upcoming events and programs, taking and editing photos, social media, and marketing research. They may assist with general marketing tasks or be assigned to special projects as needed. This position will work closely with both the Education Department and Marketing Department of the Delaware Zoological Society to promote programs and zoo events, as well as mobilize community support and awareness for the zoo.

Identify and coordinate zoo marketing with various tourism markets, online calendars, and publically accessible data. Assist in content development for marketing purposes on various platforms. This is an ideal opportunity to gain practical skills in marketing, development, graphic design and special event management.

BENEFITS

- **Training:** A hallmark of the program, interns receive training from the field experts they will be working with. In addition to this formal and informal training to successfully conduct their internship assignment, interns will have the opportunity to build associated skills and share real-time experience with park staff and colleagues. Training will be made available to the interns to further their personal and professional development. Additionally, the position will develop critical skills for those interested in a career in conservation, natural resource management, animal management, or ecological studies. Opportunities for school credit are available.
- **Housing:** Limited co-ed housing is available, at no fee, for interns providing full-time hours (30 or more per week). If selected for housing, an intern will share a house, duplex or dorm facility with other interns.
- **Activities:** Interns will have the opportunity not only to visit ALL Delaware State Parks at no fee, but also participate in many of the tours, programs, and associated events for free. Delaware State Parks span the length of the state and whether it be canoeing at Trap Pond State Park, surfing at Delaware Seashore State Park, attending a concert at Bellevue State Park, or touring the living history facility at Fort Delaware, there is certainly something for everyone.
- **NO STIPEND**

All Delaware State Parks Interns are required to undergo and successfully complete a background check performed by the Division.

TO APPLY:

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The Department of Natural Resources and Environmental Control is committed to affirmative action, equal opportunity, and the diversity of its workforce