



Digital Media Intern *Job Description*

Job Classification: Internship

Work Schedule: Approximately 20 hours a week

Reporting Relationship: Marketing: Digital Content Coordinator

Are you looking for exceptional experience interning for the #1 family attraction in North East Kansas? Friends of Topeka Zoo is accepting resumes for a Marketing and Communications intern to assist with marketing, advertising, special events and promotional programs to enhance membership and community awareness. As a intern at the Topeka Zoo, you will not only be part of the marketing team but also have the opportunity to immerse yourself in the workings of the zoo, gaining exposure to all other departments and learning from a variety of professions.

Responsibilities:

- Provides desktop publishing, graphic creation, & assistance, as needed
- Assist Graphic Designer with design of promotional web graphics, surveys, flyers, banners, posters, invitations & other advertising & marketing materials as needed
- Works with the marketing department, & the Zoo teams to gather content & assets
- Shoot and edit photos and videos for print, digital, & social media.
- Update the Zoo's website as needed
- Creates customized artwork for Zoo programs, presentations, & other projects
- Ensures projects are completed with high quality & on schedule
- Assists with quality control of digital & print materials
- Performs additional duties as assigned

Qualifications

- Currently enrolled in a related field of study (public relations, communications, graphic design, marketing) or previous related experience.
- Must be familiar with Adobe Illustrator and InDesign.
- Familiar with design, aesthetic, or branding principles and techniques
- Ability to effectively collaborate with co-workers
- Dynamic visual communication and ability to explain topics without direct verbal explanation
- Knowledge of marketing, social media, trends, & basic communications
- Knowledge of all or some of the following: techniques in print, photography, or video & audio production
- Knowledge and experience with software such as Constant Contact, Wordpress, & Hootsuite
- Ability to work on multiple projects simultaneously & meet deadlines
- Other duties as assigned

This position will have the opportunity to develop skills in other areas of interest (i.e. social media management, content creation, copywriting, video. Photo, etc.)

Submit cover letter, resume, and portfolio to Ashley Read, Graphic Designer at news@topekazoo.org. Portfolio or examples of your work should include previous design projects. Resumes will be accepted until the position is filled. Drug-Free Workplace and EOE.