Adventure Aquarium Job Description

TITLE: **Intern – Marketing**

DEPARTMENT: **Marketing**

REPORTS TO: **PR & Communications Manager**

DUAL REPORT: **Marketing Director**

CLASSIFICATION: **Part-Time, Hourly, Minimum 120 Hours**
Registered for college credit

At HFE it is our goal to bring families closer together and to create memories worth repeating. Our Core Values – greatly exceeding guest expectations, serving others, creating emotional connections, constantly improving – give us purpose and guidance.

SUMMARY:

The Marketing Intern provides administrative and clerical support to the Marketing Department, as well as assistance with a variety of projects including, but not limited to, general office procedures, promotional appearances and publicity events.

DUTIES AND RESPONSIBILITIES:

- As a member of the Marketing team, you will lead by example by being patient, kind, humble, respectful, selfless, forgiving, honest and committed when interacting with one another and guests.
- Performs general administrative and clerical duties including preparing correspondence, forms, files, etc.
- Provides some clerical support including word processing, databases, spreadsheets, typing, record keeping, photocopying, filing, faxing.
- Assist with updating AAQ media lists
- Assist in planning and implementing media events for major AAQ events/promotions.
- Create content, secure images and video & seek approvals for regular social media communication (FACEBOOK, YOU TUBE, etc.)
- Respond to routine media requests and assist with media visits.
- Maintain and distribute monthly calendar of publicity and promotional events to the Aquarium.
- Conduct writing assignments (press releases; web content; staff profiles; etc.) as directed

- Conducts exit surveys and inputs all data into database
- Comply with safety and security directives, policies and procedures.
- Performs other related duties as assigned.

MINIMUM QUALIFICATIONS:

- Intern applicant should be pursuing a degree in marketing and or public relations or related field.
- Intern applicant must be registered to receive college credit for internship.
- Interns must complete a minimum of 120 hours and are strongly recommended to complete more than the minimum requirement.
- Ability to work a flexible schedule which may include evenings and/or weekends and holidays.
- Typing, clerical and computer skills including Microsoft Office and Excel.
- Excellent customer service skills; mature and professional manner; ability to communicate to press, promotional outlets, vendors and staff with poise and tact either personally or over the telephone.
- Ability to work cooperatively with department heads and to prioritize, coordinate and complete assignments in an accurate and timely manner.
- Demonstrated ability to use standard office equipment, including personal computer, photocopier, facsimile machine, etc.
- Ability to work independently or as part of a team.

PHYSICAL AND MEDICAL REQUIREMENTS:

- In good health and capable of performing strenuous and/or heavy physical labor.
- No history of allergy related to animals or plants, which might interfere with ability to work.
- Ability to remain on feet for long periods of time, climb stairs, bend and stoop.
- Ability to work in all weather conditions.
- No impairment of sight, smell, hearing, touch, balance and agility of movement which might interfere with ability to work.
- Physical strength, including the ability to lift up to 50 pounds.

YOU CAN EXPECT:

You can expect to work on projects that have never been done before – ideas that are unproven, and concepts that make people smile. You can expect to have fun and be treated with respect the minute you start…and through to the end. You can expect to work in an environment that is highly innovative and low in politics – truthful and filled with smart people!

And most of all, you can expect to work hard and make a difference in our world by helping to bring families closer together.