



KING CONSERVATION
LEADERSHIP ACADEMY

BROOKFIELD ZOO
CHICAGO

College Internship Program

Digital Content Internship

Department

Guest Experience & Operations

Work Group or Team

Marketing & Digital Content

Season/Term

Summer (late May start through mid-August),

Level of Commitment

Part-time

Est. Hours per Week

20

Fall (Late September start through December)

Pay Rate

Unpaid

Position Summary

The mission of Brookfield Zoo Chicago is to inspire conservation leadership by connecting people with wildlife and nature. This position supports our mission and contributes to the success of Brookfield Zoo Chicago by amplifying our message about animal conservation, providing extraordinary guest experience, and informing guests and members about all of the opportunities, events, and experiences available here through a variety of digital media.

Duties & Responsibilities

- Create content, assist with updates, and provide support for the Brookfield Zoo Chicago website and mobile app.
- Work alongside Digital Content Manager on crafting, managing, and maintaining the digital voice and tone of Brookfield Zoo Chicago.
- Audit website for SEO functionality.
- Add alt text to photos on Brookfield Zoo Chicago website.
- All interns are required to complete either a final project or daily journal as part of their experience.
- Other related duties as assigned.

Requirements & Specifications

- Minimum one year of college at an accredited institution; majoring in communications, marketing, journalism, public relations, web design, or other directly relevant field.
- Strong computer and internet skills.
- Excellent organizational, written, and oral communication skills.

Preferred Skills

- Experience with website content management systems (CMS)
- Experience editing digital assets such as photos, videos, graphics, and more.
- Spanish fluency a plus, but not required.