



KING CONSERVATION  
LEADERSHIP ACADEMY

BROOKFIELD ZOO  
CHICAGO

# College Internship Program

*Social Media Intern*

## Department

Guest Experience & Operations

## Work Group or Team

Marketing & Social Media

## Season/Term

Summer (late May start through mid-August)

## Level of Commitment

Part-time

## Est. Hours per Week

20

## Pay Rate

Unpaid

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## Position Summary

This position 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 and social media platforms.

## Duties & Responsibilities

- Assist with social media channels (Facebook/Twitter/Instagram/Snapchat), including creating schedule, writing copy for posts, editing posts for clarity/length, replying to comments, and answering messages.
- Assist with social media content creation as well as management of zoo's social media channels (Facebook, Twitter, Instagram, TikTok, YouTube, Giphy, etc.)
- Work alongside Social Media Coordinator on crafting, managing, and maintaining the digital voice and tone of Brookfield Zoo
- 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.
- Minimum 18 years of age with a valid driver's license.
- Possess excellent writing skills; A digital portfolio of writing samples is required at the time of application.
- Familiarity with a variety of social media platforms such as Facebook, Instagram, TikTok, etc. and ability to design social media assets such as Instagram stories.
- Strong computer and internet skills.

## Preferred Skills

- Strong understanding of social media trends.
- Some graphic design skills and familiarity with programs like Canva.
- Comfortable writing copy.