



JOB POSTING

Job Title: Marketing Intern
Status: Part-Time (16-24 Hours Per Week)
Number of Positions: 1

Classification: Unpaid
Reports to: Director of Communications
Posting Deadline: Until Position is Filled

Description

The Marketing Intern will assist the Communications Director with various marketing activities and learn various aspects of marketing during the process. The Marketing Intern will collaborate during all stages of marketing campaigns and help develop, expand and maintain marketing channels.

Essential Responsibilities

- Work alongside Director of Communication to develop and implement comprehensive communication strategies to continue to grow the Aquarium's audience and engagement.
- Aid in the development of content which may include print, video, social media, email, blog and signage.
- Assist with testing and measuring the success of marketing initiatives; produce performance reports
- Actively participate in upkeep and production of the Aquarium's email communication platform (Constant Contact).
- Perform supportive tasks such as writing copy, acquiring content and coordinating with other departments.
- Provide graphic design services for internal and external communications.
- Attends outreach events that promote programs or initiatives within designated focus areas.
- Participates in Aquarium events that support departmental initiatives such as after hours and other evening special events.
- Assists in researching and identifying strategies and trends to increase brand awareness.

Requested Requirements

- Must be enrolled or recently graduated from a degree in marketing, communications, public relations or related field.
- Excellent written, verbal and analytical skills.
- Must be willing to work a flexible schedule that includes weekdays, weekends, and holidays.
- Must be willing to work as part of a team.
- Must possess a strong knowledge of marketing practices.
- Must be able to multitask while maintaining a positive attitude to ensure excellent guest service.
- Must possess basic working experience with photography and video.
- Strong familiarity with Microsoft Office and Adobe software.

To Apply

Provide a resume and cover letter stating areas of interest in marketing and your professional goals. Completed application materials can be sent to cstreich@aquariumofniagara.org.

The Aquarium of Niagara is an equal opportunity employer. All qualified applicants will be afforded equal employment opportunities without discrimination because of race, color, creed, religion, sex, age, national origin, citizenship, sexual orientation, marital status, or any other classification protected by federal, state, or local law.