

## **Alexandria Zoological Park Communications Internship Position**

Since 1926, Alexandria Zoological Park has shared the wonders of the natural world with generations of zoo-goers. From coastal marsh and wetlands to the upland hills, anyone can see Louisiana from here. As a matter of fact, one can also see a little of South America, Africa, Asia, and many other parts of the world within the Alexandria Zoo. Come explore a natural world filled with hoots, howls, and roars right in the heart of Central Louisiana.

This internship is ideal for students majoring in Public Relations, Communications, Marketing or Journalism. Interns will work with the Media Specialist to generate written and visual content to showcase our animals, conservation efforts, and events in order to engage guests before they even get to the zoo. This position requires strong writing skills and the creative drive to pursue captivating wildlife stories.

This is an unpaid internship. College credit is offered if desired; the intern is responsible for obtaining necessary approvals from their university. The intern will be responsible for all transportation costs and personal health insurance. Interns must commit to a minimum of 20 hours per week for a minimum of 200 hours over 12 weeks. Housing and transportation accommodations must be provided by the intern.

### **Responsibilities**

Throughout the Communications internship, interns will:

- Plan, research, write, edit, and design digital content (written pieces, photography, videography) for the Zoo's news releases, social media platforms, e-newsletters, web updates, and other external materials
- Monitor news outlets/social media related to Alexandria Zoo exposure and search for press clippings
- Create interview preparation materials
- Perform other duties as requested

### **Internship Eligibility**

- Must be at least 18 years of age
- Must possess unrestricted work authorization
- Must provide 20+ hours of work availability
- Must provide own transportation to/from work

### **Required Education**

- Must be enrolled as a sophomore or higher in an accredited college/university taking at least one class in the semester/quarter prior to participation in the internship program OR have recently graduated from an accredited college/university with a major in journalism, communications, public relations, marketing or related major.

### **Required Qualifications**

- Demonstrated computer proficiency with Microsoft Office
- Strong writing and research skills
- Experience with editing and enhancing photos in Photoshop
- Written communication skills with a clear, casual style that communicates enthusiasm for the subject
- Ability to communicate scientific animal facts to a lay audience
- Attention to detail, to present correct facts and information
- Excellent communication skills, demonstrate creativity, and understand the importance of attending to even the smallest details
- Adherence to PR protocols in sharing information on zoo animals and operations
- Physical demands include lifting and carrying upwards of 50 pounds and standing for long periods of time. Tasks regularly performed with some exposure to adverse environmental conditions, such as dirt, dust, odors, temperature and noise extremes, plants and animals.

**Preferred Qualifications**

- Experience providing excellent guest service to all age groups and demographics
- Experience in web languages (html and css)
- Previous public relations experience

**To Apply**

Email your resume and unofficial/official transcripts to the Curator of Education at [Zoo.Education@cityofalex.com](mailto:Zoo.Education@cityofalex.com) with a paragraph stating why you would like to participate in this internship program.