

## **MARKETING INTERN JOB DESCRIPTION**

### **GENERAL SUMMARY:**

The Houston Zoo seeks an intern to assist the Marketing department in day-to-day activities. This internship would give the intern valuable, real-world experience, as well as providing the Marketing team with additional administrative support

### **DUTIES AND RESPONSIBILITIES:**

- Assist with developing sponsorship proposals for potential partners
- Traffic print ads and advertising production
- Analyze redemption coupon usage with daily attendance
- Assist with analysis of annual and monthly attendance trends
- Perform miscellaneous office duties (answer phones of VP Marketing, organization of files, coordinating meetings, etc)
- Assist with miscellaneous special projects

### **KNOWLEDGE AND SKILLS REQUIRED:**

- Effective project management skills essential
- Ability to multi-task essential
- Excellent communication skills essential
- Initiative, drive, common sense, creative flair and flexibility essential
- Strong working knowledge of Microsoft Office products

### **SUPERVISION:**

Reports directly to VP of Marketing and Marketing Manager

### **PHYSICAL EFFORT:**

The position involves minimal physical exertion, except when assisting the production of a special event or promotion. Walking, lifting and lots of time outside in all weather conditions may be required on specific occasions.

**WORK ENVIRONMENT:**

Primarily work in the office and outside of the office via meetings.