



**Job Title:** Marketing Department Intern

**Organization:** Wildlife Prairie Park

**Position Location:** 3826 N. Taylor Rd., Hanna City, IL 61536

**Organization Description:** Wildlife Prairie is a unique 1,800-acre zoological park that is home to over 180 animals and 60 different species native to the Midwest. Since it was established in 1978, WPP has operated under three interacting principles: conservation, education, and recreation.

The Park also maintains over 24 miles of groomed hiking trails and several lakes for kayaking and fishing. We have 1800's era pioneer farm equipment, an old one room schoolhouse, and an original preserved log cabin to explore. The Park is also home to a professional disc golf course and over 20 miles of groomed mountain biking trails that have been used for circuit racing. It has recently been identified as a top destination in Illinois and one of the top 10 things for families to do in the Central Illinois area. It has also been called the "Jewel of the Midwest" by travel magazines. WPP is organized as a not-for-profit 501(c) (3) organization, and it is more dedicated than ever to provide a unique connection to nature and wildlife for the residents of Central Illinois.

**Internship Description:**

This internship is project-based concentrating on developing brand awareness mostly through video media that will be used for events, internal signage, and across all social media platforms including YouTube, Instagram, Facebook and Tiktok.

- Develop, record, and edit a video through completion meeting the criteria and goals set for the specific project chosen to create brand awareness.
- Assist in content creation for Park generated videos
- Develop social media marketing, and awareness campaigns
- Help prepare PowerPoint presentation for park branding education and its impact toward customer experience.
- Assist in non-funded campaign and strategies for greater Park awareness
- Assist in execution of special member and guest events and activities
- Applicants must have their own equipment

- We can tailor projects based on desired outputs as well

#### Key Competencies

- Self-motivated, team player with the ability to meet deadlines, remain flexible and adjust to changing priorities
- Problem solving capabilities
- Creative
- Strong organizational skills, with attention to detail
- Excellent oral and written communications skills
- Moderate experience working with social media platforms
- Moderate experience creating video content
- Have self-discipline and time management skills to work independently
- Proficient in Microsoft Office, specifically Word, Excel and PowerPoint
- Valid drivers' license and meet our insurance carrier's requirements
- Ability to travel

**Preferred Majors:** open to all, but looking for a student interested in marketing, public relations, communication, management, and businesses

**Pay rate:** unpaid, but we are open to partnering with a work study program.

**Position start date:** flexible

**Duration:** flexible, at least 4 – 6 weeks; may depend on course credit requirements

**Application Instructions:** fill out resume and cover letter on our website

**Website:** [wildlifeprairiepark.org](http://wildlifeprairiepark.org)