

FLSA Status-Non Exempt**Reports To: Assistant Director of Marketing****Salary: \$16.00/hour****Benefits: Paid Time Off****Park Overview**

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

The Park maintains more than 24 miles of groomed hiking trails and several lakes for kayaking and fishing. Visitors can explore 1800s-era pioneer farm equipment, an original one-room schoolhouse, and a preserved log cabin. Wildlife Prairie Park is also home to a professional disc golf course and more than 20 miles of groomed mountain biking trails that have hosted competitive circuit racing events.

Wildlife Prairie Park has been identified as a top destination in Illinois and one of the top family activities in Central Illinois. Often referred to as the “Jewel of the Midwest,” Wildlife Prairie Park provides a unique and immersive wildlife experience. The Park operates as a not-for-profit 501(c)(3) organization dedicated to connecting people with nature and wildlife.

Position Summary

The Marketing Department Intern supports the Wildlife Prairie Park marketing team in developing brand awareness and promoting the Park through creative media and marketing initiatives. This internship focuses primarily on video media development for use in events, internal signage, and social media platforms including YouTube, Instagram, Facebook, and TikTok.

The intern will assist with marketing campaigns, content development, guest engagement initiatives, and brand promotion while also serving as a brand ambassador for Wildlife Prairie Park.

Essential Duties and Responsibilities

- Develop, record, and edit a video project through completion that meets the criteria and goals established for the specific brand awareness project.
- Assist in content creation for Park-generated videos.
- Develop social media marketing and awareness campaigns.

- Help prepare PowerPoint presentations for Park branding education and its impact on customer experience.
- Promote the Park as a brand ambassador.
- Develop, implement, and record a guest survey.
- Assist in non-funded campaigns and strategies designed to increase Park awareness.
- Assist in the execution of special member and guest events and activities.
- Participate in tailored marketing projects based on desired outputs and learning objectives.
- Assist with marketing and promotional support for park events, educational programs, and seasonal attractions.
- Perform other duties as assigned.

Internship Learning Opportunities

The Marketing Intern will gain hands-on experience in several areas of nonprofit marketing and communications, including:

- Social media marketing strategy and analytics
- Video production and digital storytelling
- Brand awareness and marketing campaign development
- Event promotion and guest engagement strategies
- Marketing collaboration within a nonprofit organization
- Development of marketing content for real-world audiences and campaigns

Interns will have the opportunity to develop portfolio-ready marketing projects such as video content, promotional materials, and social media campaigns that demonstrate skills gained during the internship.

Professional Development and Mentorship

- Receive mentorship and professional guidance from the Director of Marketing and Assistant Director of Marketing.
- Participate in periodic check-ins to review project progress, learning objectives, and professional development goals.
- Gain exposure to nonprofit marketing strategy, digital media development, and brand management within a destination-based organization.

Knowledge, Skills and Abilities

- Self-motivated team player with the ability to meet deadlines, remain flexible, and adjust to changing priorities.

- Strong problem-solving capabilities.
- Creative mindset with the ability to develop engaging marketing content.
- Proficient writing skills.
- Strong organizational skills with attention to detail.
- Excellent oral and written communication skills.
- Moderate experience working with social media platforms.
- Moderate experience creating video content.
- Strong interest in video production and digital storytelling.
- Self-discipline and time management skills to work independently.
- Proficiency in Microsoft Office, specifically Word, Excel, and PowerPoint.
- Valid driver's license and ability to meet the Park's insurance carrier requirements.
- Ability to travel as needed.
- Availability to work weekends for programs, special events, and to serve as a representative of the Park when needed.

Education and Experience

Preferred Majors:

Open to students pursuing degrees in marketing, public relations, communications, management, parks and recreation, or related fields.

Physical Demands and Work Environment

Work may be performed both indoors and outdoors and may include standing, walking, bending, and lifting up to 25 pounds. The internship may involve assisting with events, marketing projects, and Park programs that may occur during evenings or weekends.

Reasonable accommodations will be made in accordance with applicable law.