



# Conservation Communications Internship

## Position Description

In June of 2020, Tracy Aviary (TA) and Utah's Hogle Zoo (UHZ) are collaborating to host the Zoos and Aquariums Committing to Conservation (ZACC) conference in Salt Lake City, UT. The ZACC conference aims to create a platform to allow conservation partners from around the world to share stories of their commitment to conservation. It provides an environment to connect zoos and aquariums to colleagues in the field, allowing partnerships to grow and strengthen. We expect around 300 attendees from across 30 different countries to attend the conference. More information can be found at [www.zacc2020.org](http://www.zacc2020.org).

As part of this partnership, TA and UHZ have created a 14 week Conservation Communications Internship from April through July 2020. Under the supervision of staff from both TA and UHZ, the intern will provide assistance with our ZACC programming and social media campaign, while gaining professional experience in planning and promoting large events, working with non-profit organizations, learning more about zoos as conservation organizations, and project based experience running a social media campaign.

The work plan of this internship will evolve over time, from the pre-conference social media campaign and event planning, to post-conference metrics analysis and digitally uploading recorded sessions. The intern will attend the conference and help with speaker preparation, live streaming, and will create several updates daily to share across multiple social media platforms. Throughout the internship, the communication of conservation stories from partners around the world will be a critical piece.

This position is a significant time commitment averaging of 16-32 hours a week for 14 weeks, with a full time commitment the week before and week of the conference (22<sup>nd</sup> June – 28<sup>th</sup> June).

## Duration

20<sup>th</sup> April – 25<sup>th</sup> July, part-time, full-time week prior to and week of event

## Reports to:

Utah's Hogle Zoo: Tori Bird, Conservation Action Coordinator and Kayleigh Mullen, Citizen Science Wildlife Biologist

Tracy Aviary: Kenzy Johnson, Public Relations Coordinator and Lucila Fernandez, Community Outreach Biologist

## **Essential Duties and Responsibilities**

Internship activities include but are not limited to the following:

- Work with the 2020 ZACC Planning Team to create and implement a consistent social media campaign for the ZACC 2020 conference
- Assist in production of digital media content for social media platforms (Facebook, Instagram and Twitter), a website and blog posts before, during and after conference.
- Assist with video production and editing interviews/ Q&A sessions of speakers, and help with potential livestream of sessions
- Assist in campaign development and use campaign management tools to schedule content and utilize analytics to track campaign/user involvement.
- Create Content Calendars to organize the campaign
- Identify several workshops/ lectures each day to highlight
- Utilize analytics to track campaign/user involvement
- Attend conference committee meetings with TA and/or UHZ staff
- Promote Movie Night to the public
- Provide support during the week of the conference (e.g., wayfinding, registration, AV assistance, set up/ take down if needed)
- Help coordinate speakers, set up/ take down of workshop rooms
- Analyze metrics throughout and post- conference using Facebook insights, Twitter Analytics and Instagram Insights.

## **Desired Qualifications/ Skills**

- Be passionate about the field of wildlife conservation and ready to take advantage of being connected to wildlife professionals from across the globe
- Degree seeking, sophomore standing or above
- Practical social media or marketing experience
- Some experience in social media and blog writing and interest in developing the skill further
- Working knowledge of a variety of social media platforms including Facebook, Twitter, Instagram, and YouTube
- Innovative person looking to put creativity in their work
- Ability to work independently, stay organized, keep to schedule/logistics
- Graphic design (Adobe Photoshop, Illustrator or InDesign), photography, videography (Premiere Pro or other programs) and editing knowledge a plus
- Ability to work in a collaborative/ professional environment
- Must have reliable transport and be able to get to the Zoo, Aviary and conference

## **Schedule and Time Commitment**

- We anticipate an average time commitment of around 16 hours a week
- Areas of this internship can be carried out remotely, however there will be weekly in-person meeting in Salt Lake at either Hogle Zoo or Tracy Aviary
- Full time commitment will be necessary during the week before and during the week of the conference- June 15<sup>th</sup> – June 28<sup>th</sup>

### **Compensation**

- This is an unpaid internship
- Benefits include discounts on food and gifts
- Conference and field trip registration
- Connect with conservation professionals on a global scale
- Attend a conference field trip
- Free entry to the Zoo and Aviary during internship
- Tracey Aviary annual membership

### **Working Conditions**

This internship requires long periods of sitting and computer use with intermittent periods of standing and walking. At times this position may require exposure to the elements such as heat, cold, rain, and snow.

Work stations are available at both Hogle Zoo and Tracy Aviary.

### **TA/ UHZ Responsibility**

- Maintain records for active interns
- Ensure adequate training and supervision is provided
- Provide ongoing support and assistance with intern/staff relationships
- Provide a written reference which will include hours of service, tenure, and job description when requested

### **To Apply**

Fill out an Intern Application at [https://www.hoglezoo.org/jobs\\_volunteers/internships/](https://www.hoglezoo.org/jobs_volunteers/internships/) .

Applications are due by February 15, 2020.

In addition to completing the application, send a completed application, resume, cover letter, unofficial transcript to: [volunteeroffice@hoglezoo.org](mailto:volunteeroffice@hoglezoo.org) .

Incomplete applications will not be considered for an interview.

**Utah's Hogle Zoo and Tracy Aviary are committed to providing a diverse and inclusive volunteer program representative of a variety of backgrounds, age groups, perspectives, experiences, abilities, and strengths.**