

Thank you for your interest in the **Marketing Internship** at the Como Park Zoo and Conservatory. This internship is offered each summer with preference given to applicants enrolled in business, marketing, communications or a related field of study. College credit is optional.

Intern must:

- Be currently enrolled in a degree program
- Meet all time commitments and qualifications listed in the position description (next page)
- Demonstrate exceptional verbal and written communication skills

A complete Como Intern Application must include:

- Cover letter including reasons for interest in a Como internship
- Resume summarizing education and employment experiences
- Two letters of recommendation; at least one letter submitted by Professor/advisor.
- Completed Internship Application form (see below)

**Deadlines for application:**

Summer semester: March 15<sup>th</sup> ( will be accepted until position is filled)

If you need more information contact:

Como Park Volunteer/Intern Services Office  
comovolunteers@ci.stpaul.mn.us  
651-487-8252

Saint Paul Parks and  
Recreation



City of Saint Paul

Mayor  
Christopher B. Coleman



# Marketing Intern

Como Park Zoo & Conservatory is visited by over two million people each year. Como's mission is to inspire the public to value the presence of plants and animals. Marketing initiatives and public offerings at Como are ever changing with new exhibits and attractions. Interns will have a volunteer opportunity for a variety of job experiences along with the rewards and challenges of helping to create a quality visitor experience. College credit is optional.

As a marketing and public relations intern, you will help create and implement marketing strategies and activities that impact Como's two million annual visitors and the greater community. This position will include a combination of marketing, communication, public relations, and event planning.

## Responsibilities

- Assist with creation and implementation of marketing strategy and activities
- Assist in developing, proofing, and distributing various communication tools to public (press releases, media inquiries, e-blasts, newsletters, etc.)
- Assist with marketing and planning of public events (press conferences, coordination of Japanese Lantern Lighting Festival, other special events)
- Help manage website and social media accounts
- Support the Marketing and Rental department for assigned projects

## Qualifications

- Sophomore, Junior, Senior, or recent graduate majoring in Business, Marketing, Communication, PR, Journalism, or related field
- Excellent written and oral communication skills
- Strong computer skills
- Attention to detail
- Social Networking experience
- Ability to learn new technology/software is preferred
- WordPress experience or other website management software experience preferred
- Be able to regularly work weekdays, weekends, and occasional holidays

## TIME COMMITMENT:

- Summer: Minimum of 20 hours per week, with weekday and weekend shifts.
- Minimum commitment of three months required (through August).

## Application Procedure:

### Deadlines for application:

Summer semester: March 15th (will be accepted until position is filled)

### Requirements: (Your application is not complete until all items are submitted)

- Cover letter indicating reasons for interest in an internship at Como
- Resume indicating education and employment experiences
- Two letters of recommendation; at least one letter submitted by professor/advisor.
- Completed Internship Application form (see below)



# Internship Application

*Please type or print clearly*

## Personal Information

Name: _____		
E-mail: _____	Phone: _____	
Address: _____		
City: _____	State: _____	Zip Code: _____

## Education

College: _____
Year in School: _____
Course Concentration/Major: _____
Career Goals: _____
Other Skills/Special Training: _____
_____
Hobbies/Interests: _____

## Internship Selection

What internship(s) are you interested in? <b>List preferences:</b>
1. _____ 2. _____
Reason(s) you applied at for Como Internship: _____
_____
Your ideal internship would provide experience in what areas? _____
_____
_____
Between what dates are you available? _____
Are there any dates you are not available? _____

## Employment/Volunteer History

List most recent experience first

Employer/Agency: _____
Dates of Employed/Volunteered: _____
Duties: 1. _____ 2. _____
3. _____ 4. _____
Employer/Agency: _____
Dates of Employed/Volunteered: _____
Duties: 1. _____ 2. _____
3. _____ 4. _____

## Other Information

Will you receive college credit for your internship? _____YES _____NO
Note your institution's internship requirements (total hours, tasks, outcomes, etc.) _____
_____
_____
All of our internship positions are unpaid, is this condition acceptable? _____YES _____NO
Where did you hear about Como Zoo's internship opportunities? _____
_____

### In addition to this application, include:

- **Cover letter**
- **Resume, and**
- **Provide, or arrange to have submitted, two letters of reference/recommendation**

### RETURN TO:

Como Park Zoo & Conservatory  
Como Park Volunteer/Intern Services  
1225 Estabrook Drive  
St. Paul, MN 55103

Fax: 651-487-8278  
Phone: 651-487-8252  
comovolunteers@ci.stpaul.mn.us