

Volunteer Career Experiences Internship and Practicum Area Descriptions



Marketing and Community Relations:

The Marketing and Community Relations Volunteer will assist the Marketing Department at Sunset Zoo in developing social media and marketing materials for distribution to the community at large. Volunteers will also develop and complete a primary project that will enhance zoo operations and/or knowledge. All Career Experience Volunteers must be proactive in the development of a personal project that supports zoo goals and will continue to benefit the zoo upon completion of term.

Major Duties and Responsibilities:

- Design posters, information pieces, guides, t-shirts, and event info
- Create an e-newsletter to share with those registered for information through Sunset Zoo
- Create social media posts
- Work to develop a strong social media presence
- Assist with branding of Sunset Zoo and Sunset Zoo related events
- Work on the sunsetzoo.com website
- Photograph summer activities and build photography library
- Assist with a facilities signage audit as needed
- Assist with Sunset Zoo events
- Assist with events such as Wine in the Wild and Brew at the Zoo along with other events
- Assist with Community Education related to improvements within the community
- Assist with Rentals and other events as necessary

Requirements:

- Strong attention to detail
- Problem-solving skills
- At least 18 years of age
- Possess a valid driver's license
- Currently enrolled in college and have completed at least 15 hours or be a recent graduate, within the last 2 years.
- Participants must be able and willing to work weekends and holidays.
- Be proficient in the English language

Preferred Education and Experience:

- Direct experience with Adobe software including InDesign, Illustrator, Photoshop
- Strong creative and graphic design abilities
- Knowledge of basic design and printing/pre-press concepts {e.g., bleed, crop marks}
- Strong oral and written communication skills and the ability to coordinate multiple tasks
- Interest in animals, education, conservation also a plus