



PUBLIC RELATIONS - INTERN

The Houston Zoo is looking for an intern interested in learning all aspects of the public relations field. The intern who fills this position should expect to learn the field from top to bottom, and will complete this program ready to enter any fast-paced public relations position with excellent skills. It's essential that applicants to this position have excellent communication skills, demonstrate creativity, and understand the importance of attending to even the smallest details. This is a paid position working 20 hours per week.

Responsibilities

- Monitor all forms of media
- Develop social media content for Facebook, Twitter, Instagram
- Schedule and coordinate animal TV appearances, photo shoots, and other media events in online database
- Participate in meetings and brainstorming sessions
- Write press releases and other materials
- Create interview preparation materials
- Compile contact lists
- Search for press clippings
- Create or update databases
- Occasional weekend work is required for various media events
- Performs other duties as requested

KNOWLEDGE:

Students applying for this internship must have strong communication skills and should be majoring in Public Relations, Communications, Marketing or Journalism. Applicants should also have strong writing skills and the ability to seek out story ideas. Only interns proficient with Microsoft Excel and other Microsoft Office applications should apply.

EXPERIENCE:

Previous public relations internship preferred
Prefer junior or senior, but will consider other class levels

E-mail resume and completed application to careers@houstonzoo.org
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