



**Title:** Summer Internship in Social Media

**Duration:** 10 weeks

**Dates:** 6/16/25–8/22/25

**Overview:** Unlock the world of social media in the realm of wildlife conservation through our paid summer internship program at San Diego Zoo Wildlife Alliance. This internship offers a unique opportunity to combine your passion for social media with our mission of saving wildlife worldwide by uniting our expertise in wildlife care and conservation science with our dedication to inspiring passion for nature. Join our dynamic team and be part of the storytelling that supports the Alliance's conservation initiatives.

**Key Responsibilities:**

Social Media:

- Crafts content that leverages trends and brand voice to tell stories about the wildlife we care for and our conservation work.
- Researches, creates, and edits content showcasing our work for a broad range of external audiences.
- Analyzes post and platform performance to drive strategy and recommend content that will perform well.
- Researches trends and pop culture to develop relevant social media content.
- Storyboards, films, and edits photo and video content for use across multiple social media platforms.

**Qualifications:**

- Strong interest in social media and conservation.
- Pursuing a degree in communications, English, journalism, or a related field (preferred, but not mandatory).
- Excellent written and verbal communication skills.
- Proficiency in research and information retrieval.
- Ability to work collaboratively in a fast-paced environment.
- Previous experience working for a communications team, including but not limited to newsrooms, social media teams, or another targeted outlet (preferred, but not mandatory).

**Benefits:**

- Paid internship with a stipend to help cover living expenses.
- Hands-on experience in social media.

- Guidance and mentorship from experienced social media professionals.
- Access to San Diego Zoo Wildlife Alliance's extensive educational resources, scientists, and wildlife experts.
- Networking opportunities with fellow interns and staff.

**Application Process:**

- Submit a resume, cover letter, and any relevant coursework or writing samples.
  - Cover letter should include why you are seeking an internship in social media.
- Candidate finalists will be invited for an interview.
- Successful applicants will be notified via email.

**Applications Open:** November 4, 2024

**Application Deadline:** November 18, 2024

Join us in sharing the stories of San Diego Zoo Wildlife Alliance's incredible wildlife and conservation efforts while honing your skills in social media. Apply now to be part of a rewarding summer internship for an organization that inspires audiences around the world!



**San Diego Zoo  
Wildlife Alliance**