



## **PR/Marketing**

Reports to Emily Stehle, APR, PR/Marketing Director

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**WANTED:** PR/Marketing, environmental sciences intern(s) interested in learning the skills that would make a student more marketable in the very competitive field of paid internships and/or full-time employment after graduation.

This position at The Pier Aquarium is non-paid, but the intern will play an integral part in the PR/marketing function. You will work one-on-one with a seasoned, award winning, accredited PR professional.

Volunteers and interns who work at the aquarium are required to become members. Student membership is \$20 and entitles the member to reciprocal free museum visits with our partners in St. Petersburg, Clearwater, Tarpon Springs, Tampa, Bradenton, Sarasota, Lakeland and Lake Wales.

## **PR/Marketing/Journalism Volunteers and Interns**

- Learn the importance of communications strategies for marketing.
- See the differences in writing styles; learn to write for different purposes and audiences.
- Learn the ins and outs of media relations.
- Maintain E-mail contact list.
- Update The Pier Aquarium's Web site ([www.pieraquarium.org](http://www.pieraquarium.org)), write and design custom pages, update Facebook and Twitter pages
- Help plan and organize special events.
- Write press releases; upload event information to various online media calendars.
- Take photos for ads and/or Web site.
- Produce fun and educational videos for YouTube posting.
- Learn about fish.

## **Environmental Sciences Volunteers and Interns**

- Research, create, plan and implement special educational, social marketing projects such as First Night St. Petersburg, a Sustainable Seafood awareness campaign, FISH-ful Saturday programs at the Aquarium.
- Help plan and staff signature Pier Aquarium such as Fish Head Ball

## **What's in it for you?**

- Opportunity to work with a PR professional with more than 25 years of experience in the communication field (newspapers, foundations, public affairs, media relations, crisis communication and media training, special events, programming, advertising, newsletters)
- Opportunity to write press releases; assemble press kits
- Opportunity to see how a small PR/marketing department works from the ground up.
- This is a fun learning experience. Your job is not grunt work. (Yes, some of it is, but these are assignments that are normally done by any PR/marketing professional, including the supervisor).