Integrated Marketing Intern

HOW YOU WILL IMPACT OUR MISSION

The Integrated Marketing Intern will gain hands-on experience across a variety of marketing disciplines while supporting initiatives that advance the mission of San Diego Zoo Wildlife Alliance. Working alongside marketing professionals and cross-functional teams, the intern will gain exposure to marketing strategy, campaign planning, sports marketing, promotions and activations, agency partnerships, project management, on-grounds signage, and marketing production.

Throughout the internship, you will collaborate with teams across the organization, contribute to a variety of marketing projects, and develop an understanding of how integrated marketing efforts come together to engage audiences, strengthen our brand, and support organizational goals.

WHAT YOU WILL DO

- Supports integrated marketing initiatives across a variety of disciplines, gaining hands-on experience in campaign planning, execution, and evaluation.
- Participates in structured learning opportunities with different Integrated Marketing teams to gain a broader understanding of their roles, responsibilities, and how they collaborate to deliver marketing initiatives.
- Assists with sports marketing partnerships, promotions, and activations, including planning, coordination, and on-site execution.
- Gains exposure to working with external agencies, including campaign development, creative briefs, project coordination, and feedback processes.
- Supports project management activities, including tracking timelines, coordinating deliverables, and collaborating with internal teams to move projects forward.
- Participates in marketing planning efforts, including research, audience identification, campaign strategy, and development of marketing tactics.
- Works alongside creative and production teams to learn about the planning, design, and development of on-grounds signage that supports the guest experience at the San Diego Zoo and San Diego Zoo Safari Park.
- Gains experience in marketing production, including print and digital asset development, vendor coordination, and production processes.

- Collaborates with various marketing teams and internal partners to understand how different disciplines contribute to cohesive, effective marketing initiatives.
- Assists with research, reporting, and other projects that support departmental priorities and organizational goals.

WHAT WE ARE LOOKING FOR

JOB EXPERIENCE

- Previous experience or coursework in marketing, advertising, communications, business, or a related field preferred.
- Experience working on collaborative projects or in a team environment preferred.

EDUCATION AND CERTIFICATIONS

- High School Diploma required.
- Some college-level coursework required, preferably in marketing, communications, advertising, business, or a related field.

SKILLS AND KNOWLEDGE

- Strong organizational skills and attention to detail required.
- Effective written and verbal communication skills required.
- Ability to work independently and collaboratively with diverse teams required.
- Ability to manage multiple tasks and priorities required.
- Willingness to learn new skills, take initiative, and adapt to a variety of projects required.
- Interest in marketing strategy, creative development, and project management preferred.
- Familiarity with Microsoft Office applications preferred.