HOW YOU WILL IMPACT OUR MISSION

Social media is a powerful way San Diego Zoo Wildlife Alliance, a global wildlife conservation nonprofit, connects people to our mission, and as our social media intern, you'll play a hands-on role in shaping how those stories are told. Working alongside communications professionals and leading subject matter experts, you'll build a deeper understanding of social audiences and learn how to turn wildlife and conservation stories into social media content that resonates.

WHAT YOU WILL DO

- Develop compelling social content, from concepts and scripts to captions, that shares stories of the wildlife in our care and our global conservation work through our distinct brand voice.
- Help shape social media strategy and content planning, contributing ideas to editorial calendars, campaigns, and platform priorities.
- Plan, capture, and edit high-quality photo and video on-site at the San Diego Zoo and San Diego Zoo Safari Park, tailored to each platform's formats and audiences.
- Analyze post and platform performance to inform strategy and recommend high-performing content.
- Monitor the social landscape, produce social listening reports, and help drive community engagement.
- Partner with teams across disciplines, from Wildlife Care to Conservation Science, to develop stories.
- Help build relationships with influencers and assist with on-site creator activations and key Marketing & Communications events.
- Contribute to ad hoc creative and platform projects, such as audits, research, and presentation decks.

WHAT WE ARE LOOKING FOR

Applicants must be currently pursuing or planning to pursue an undergraduate degree. Candidates who will have completed a bachelor's degree prior to the end of the internship are not eligible. A cover letter is required and must be included with the application for consideration.

JOB EXPERIENCE

- Training and/or experience that would demonstrate the essential functions, knowledge and skills listed.
- Must be 18 years of age or older.

SKILLS AND KNOWLEDGE

- Attention to detail
- Ability to work independently
- Ability to adapt quickly to evolving platforms, trends, and tools
- General knowledge of social media platforms and best practices
- Familiarity with tools such as Canva, Adobe Premiere, and Meta Business Suite a plus

IMPORTANT DETAILS

- Location: San Diego, CA
- Position Type: 10-Week Internship from June 14, 2027 - August 20, 2027
- Stipend: $4,160.00
- Applications open: November 2-15, 2026