



Miami-Dade County Animal Services Marketing and Media Relations Intern Job Description

Miami-Dade County Animal Services (ASD) is one of the largest no kill shelters in the United States. Since 2015, ASD has saved more than 90% of the pets in its care. In addition to serving the community through adoption events, volunteer/foster programs, low-cost spay/neuter services, and pet retention, ASD also safeguards the safety and security of pets through innovative anti-cruelty programs and initiatives.

ASD is seeking a dynamic, experienced marketing and media relations college intern with strong innovative skills to develop and implement strategic campaigns that foster the importance of the human-animal bond and inspire community engagement.

Your expertise, drive, compassion and talents of creative persuasion will build awareness, generate community support and inspire people to adopt, donate, foster, volunteer, and share information about positive pet ownership.

Your ability to thrive in a fast paced environment and integrate traditional media, social media and marketing skills can play a factor in saving the lives of our shelter pets.

RESPONSIBILITIES/ REQUIREMENTS

- Help develop targeted marketing communication strategies, to include social media, and manage implementation of plans to promote pet adoptions
- Monitor social media to ensure messaging consistency and quality control
- Prepare monthly social media analytics for guidance on strategy
- Work with Communications Department to analyze, identify and prepare targeted placement of media buys
- Assist with promotion and coordination of ASD's fundraising efforts, in-house events and programs
- Identify, write and pitch shelter stories that help foster community support
- Serve as spokesperson during media visits, TV and radio appearances
- Plan, compose and edit seasonal, informational, and promotional ASD materials
- Attend community events and civic/public meetings as needed
- Prepare press releases, articles, other documents

LEARNING OBJECTIVES

- Communicate effectively with audiences in public relations in the appropriate marketing style
- Apply appropriate technology to the creation and dissemination of messages
- Exercise moral reasoning when faced with ethical dilemmas
- Gain viral marketing campaign experience

EDUCATION, SKILLS AND EXPERIENCE: Preference for candidates pursuing a degree in Communications, Marketing, Journalism or a related field with some experience in public relations, media and/or marketing. Desired skills include: excellent written/verbal communication skills and working knowledge of Microsoft Office, Prezi, Adobe Creative Suite, PowerPoint and video editing software.

Reports to: Chief of Outreach and Development

This internship opportunity is open to college students.