

## **Sanctuary Marketing Intern 2017 Internship Description**

**Description:** The Sanctuary Marketing intern will assist with the creation and distribution of promotional signage, data tracking, and other miscellaneous marketing needs. This intern will work to increase sanctuary adoptions numbers, promote sanctuary visitation in our slow tourist season, and help make data-driven decisions.

**Location:** Angel Village, Best Friends Animal Sanctuary, Kanab, UT  
[5001 Angel Canyon Rd. Kanab, UT 84741]

**Reports to:** Erin Miner, National Marketing Specialist

**Hours:** 15-20 hours weekly, schedule flexible as long as within working hours.

### **Learning Goals/Objectives:**

1. Learn how data is gathered and used to track the success of animal adoptions promotions.
2. Learn the elements of successful marketing campaigns to promote animal adoptions and Sanctuary visitation and assist with the creation of campaigns.

### **Duties include:**

- Distribute flyers, postcards, and other signage throughout sanctuary grounds and in downtown Kanab for monthly adoptions promotions, sanctuary events, etc.
- Represent Best Friends at local events by promoting adoptions and initiatives.
- Track weekly adoption numbers and update spreadsheets.
- Attend meetings with Erin around the sanctuary regarding marketing support in animal care, adoptions, or visitor and volunteer areas.
- Submit creative work requests for sanctuary signage, forms, or other documents needed throughout the sanctuary.
- Build good working relationship with staff in other areas of the sanctuary.
- Meet once weekly with Erin.

### **Requirements:**

- Currently studying or graduated with degree in Marketing, Communication, or other related field.
- Confident using Google products including Calendar, Drive, Sheets, and Docs.
- Must have good communication skills and be comfortable meeting new people.
- Reliable transportation to and from the Sanctuary daily.
- 18 years or older.
- Must love animals.
- Available 15-20 hours every week during regular working hours.
- Willing to intern on weekends when Best Friends is participating in an event.