



MARKETING INTERN DESCRIPTION

DURATION OF INTERNSHIP

3-month minimum, a longer duration is appreciated. Need as soon as possible.

LOCATION OF INTERNSHIP

The Toucan Rescue Ranch (TRR)
San Isidro, Heredia, Costa Rica

THE TOUCAN RESCUE RANCH

Toucan Rescue Ranch (TRR) focuses on the care, rehabilitation and study of Costa Rican toucans and other wildlife. We receive and care for confiscated, sick and injured wildlife from government agencies. TRR gives them a loving home with the goal of providing appropriate medical treatment, rehabilitation and then, when possible, returning them to its natural environment. The Toucan Rescue Ranch is a licensed Costa Rican wildlife rescue facility and a 501(c)3 charitable organization in the United States (EIN: 80-0516453).

MARKETING INTERN DESCRIPTION

We are looking for an enthusiastic marketing intern to help with marketing related activities and provide creative ideas to help achieve our goals. You will assist in administrative duties in developing and implementing marketing strategies.

As a marketing intern, you will collaborate with our Marketing Specialist in various marketing campaigns such as: social media, crowdfunding, onsite promotions and more. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you improve your marketing skills and provide you with knowledge of various marketing strategies. You will leave with a diverse understanding of the various roles of marketing. You will be able to work in a diverse environment that demands constant creativity and willingness to learn. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast-paced work environment.

MARKETING INTERN ACTIVITIES & RESPONSIBILITIES

You will be working alongside the marketing specialist and administrative personnel.

Activities include:

- Collecting quantitative and qualitative data from marketing campaigns
- Performing market analysis and research on competition
- Supporting the marketing administration in daily administrative tasks

Responsibilities:

- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Prepare promotional presentations
- Help distribute marketing materials



- Create and publish monthly newsletters via Mailchimp
- Take professional photos/videos of new arrivals and releases
- Graphic design with Adobe Products such as Lightroom, Photoshop and InDesign
- Manage and update company database and customer relationship management systems (CRM)
- Help organize marketing events
- Be a means of backup for the TOUCAN TEAM who works with the daily operations of the Ranch

We are always open to suggestions. Let us know if you have a special skill you think will be useful.

REQUIREMENTS & QUALIFICATIONS

All applicants require a marketing/communications related discipline or have some experience working in the field.

Must complete required vaccinations and a tetanus vaccination. Must have current international health insurance while in Costa Rica.

Basic Requirements:

- Must be 18 years of age or older
- Provide proof of health insurance and current tetanus vaccination
- Basic Spanish proficiency
- The ability to follow directions with attention to detail
- A positive “can-do” attitude and the ability to work well in a team environment
- Experience working with wildlife or animals is a plus

Intern Requirements:

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Photography and video making experience
- Experience in software of Adobe Products (InDesign, Lightroom, Photoshop)
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g. WordPress, Gmail, Online analytics and Google AdWords)
- Passion for the marketing industry and its best practices
- Prior or current education with a related Associates or BS degree
- A reliable laptop where you can do most of your responsibilities from

Ensuring *Best Practice* Implementation:

- Fostering practices that support and improve the Ranch’s philosophy, goals, and standards of care.



WORK SCHEDULE

LOCAL INTERN:

The Marketing Intern works 5-days a week with two days off a week. Days off are not necessarily on the weekend. Workdays begin at 7:00am and end at 3:00pm. Daily schedule needs to be flexible depending on the day's workload. Depending on your service hours this may be flexible.

INTERNATIONAL INTERN:

The Marketing Intern works 6-days a week with two days off a month. Days off are not necessarily on the weekend. Workdays begin at 7:00am and end at 3:00pm. Daily schedule needs to be flexible depending on the day's workload. Depending on your service hours this may be flexible.

You will learn about your schedule and days off during your orientation at the Ranch. If you have any specific requests, please email Carol at carol@toucanrescueranch.org to submit your request.

INTERNSHIP PROGRAM BENEFITS AND COSTS

Internships are voluntary self-funded positions. You will be responsible for all travel expenses/flights and immigration expenses.

Housing: Provided by TRR. Includes utilities.

Meals: Meals 3 times a day. Meals may be vegetarian. We will show you the local stores where you can buy additional food to supplement your meals.

Other: All other costs are to be paid for by the intern. This includes travel expenses, medical insurance, entertainment expenses, and a 3-day trip out of the country every three months to renew your visa.

I'D LIKE TO APPLY

If you would like to be a part of the TRR team, please send the following documents to info@toucanrescueranch.org

- One-page cover letter of interest – specify which internship(s) you are interested in and when you are available to start
- CV or resume
- An example of some work that you've done in school or work
- 3-5-minute video explaining why you feel you're the right candidate for the position (MOV file)
- Contact information for three professional references

We will promptly contact you to schedule a Skype interview after reviewing your application. If you have any questions we are always available via email to answer any questions.

CONTACT

Toucan Rescue Ranch

www.toucanrescueranch.org



info@toucanrescueranch.org

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