



# FUNDACIÓN THE TOUCAN RESCUE RANCH

## MARKETING INTERNSHIP

### THE TOUCAN RESCUE RANCH

The Toucan Rescue Ranch's (TRR) mission is to rescue, rehabilitate, and release Costa Rica wildlife. TRR works with a model that focuses on conservation, education, and research to ensure a brighter tomorrow for Costa Rica wildlife.

TRR's emphasis is on the care, rehabilitation, and release of national wildlife. We receive and care for confiscated, sick, and injured animals from government agencies. The Toucan Rescue Ranch works closely with the Ministry of Environment and Energy of Costa Rica (MINAEC) who brings injured and displaced wildlife to the center. TRR provides sanctuary while giving treatment and rehabilitation. Whenever possible the animal is released to their natural environment.

The Toucan Rescue Ranch is a licensed Costa Rica wildlife rescue facility, Costa Rica foundation (300667701803) and a 501(c)3 nonprofit organization (EIN: 80-0516453).

### MARKETING INTERNSHIP 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 Director 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 and business administration. You will be able to work in a diverse environment that demands constant creativity and willingness to learn and be flexible and work in a fast-paced work environment

### DURATION OF INTERNSHIP

About 6 months. See the specific dates on our website.

### LOCATION OF INTERNSHIP

TRR Headquarters, San Isidro de Heredia, Costa Rica

### SKILLS YOU WILL LEARN

- Teamwork
- Exposure to the running of a wildlife rescue center
- Researching current market trends
- Identifying ways to improve the company's marketing efforts
- Managing the companies' social media accounts and engaging with followers
- Writing content/copywriting for marketing materials
- Planning and campaign management
- Fundraising and crowdfunding
- Nonprofit marketing

## ACTIVITIES & RESPONSIBILITIES

### Activities

- 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 – a professional camera that takes quality video is required for this internship
- Graphic design with Adobe Products such as Lightroom, Photoshop and InDesign
- The ability to produce, edit, and film short videos using Filmora as your platform
- Manage and update company database and customer relationship management systems (CRM)
- Help organize marketing events, fundraisers, concerts, and networking meetings
- Be a means of backup for the TOUCAN TEAM who works with the daily operations of the Toucan Rescue Ranch
- Learn the retail POS system to serve as back-up to reception and contribute to the success of the gift shop and tourism sector of TRR

## REQUIREMENTS & QUALIFICATIONS

### General Requirements:

- Must be 18 years of age or older
- Provide proof of emergency health insurance while in Costa Rica
- Provide proof of current tetanus vaccination and proof of current rabies vaccination
- The ability to follow directions with attention to detail
- A positive “can-do” attitude and the ability to work well in a team environment

### Specific Requirements:

- Fluent in English and basic Spanish proficiency
- General understanding of social media and copywriting
- Basic photography and videography skills
- 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

**All applicants must have a marketing/communication related discipline or have some experience working in the following fields.**

- Business Administration
- General Marketing/advertising
- General Communications
- Marketing and Digital Media/social media
- Consumer Behavior or related field
- Business Communications
- Principles of Marketing

**Ensuring Best Practice Implementation:**

- Fostering practices that support and improve the Ranch’s philosophy and goals
- Maintaining quality by establishing and enforcing organization standards

**WORK SCHEDULE**

The Intern works 5 days a week with two days off a week. Days off are not necessarily on the weekend. You will learn about your schedule and days off during your orientation at the Toucan Rescue Ranch.

**INTERNSHIP PROGRAM BENEFITS AND COSTS**

We have tried to keep our internships free to make them available to the widest range of people. But as costs keep increasing and income from tourism varies, we must implement fees in order to maintain our operations. The fee covers room and board costs, the education you will receive, and contributes to the medical care, food, and general husbandry of the animals in our care. We continue to improve and expand our facilities and staff providing you with an excellent learning environment.

- Cost** \$3600, about \$20 per day
- Housing** Provided by TRR. Includes utilities and Wifi.
- Meals** Meals are provided 7-days a week. We will show you the local stores where you can buy additional food to supplement your meals. Please let us know if you are vegetarian, vegan, or have special dietary requirements.
- Other** All other costs are to be paid for by the intern. This includes travel and immigration expenses, medical insurance, and entertainment expenses.

**I’D LIKE TO APPLY**

If you would like to be a part of the TRR team, please go to <http://toucanrescueranch.org/internships/> , scroll down and click the APPLY HERE button.

You will be asked for:

- One-page cover letter of interest – specify which internship you are interested and the start date
- CV or resume
- 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**

[www.toucanrescueranch.org](http://www.toucanrescueranch.org)

[applications@toucanrescueranch.org](mailto:applications@toucanrescueranch.org)