



FUNDACIÓN THE TOUCAN RESCUE RANCH

CONSERVATION MARKETING INTERNSHIP

THE TOUCAN RESCUE RANCH

Toucan Rescue Ranch is a non-profit organization dedicated to the rescue, rehabilitation, and release of Costa Rica's wildlife. Specializing in toucans, sloths, and other native species, the organization is committed to the conservation of biodiversity and the education of the public about the importance of protecting and preserving natural habitats.

INTERNSHIP DESCRIPTION

Toucan Rescue Ranch is seeking a passionate and motivated Conservation Marketing Intern to join our team in San Isidro, Heredia, Costa Rica. This internship provides a unique opportunity to contribute to wildlife conservation efforts while gaining valuable experience in marketing, communications, photography, videography, copywriting, SEO, corporate sponsorships, and donor management within a non-profit organization.

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

Key Responsibilities

- **Content Creation:** Develop engaging and informative content for various marketing channels, including social media, newsletters, and the organization's website. Craft compelling copy for articles, blog posts, infographics, and videos focused on wildlife conservation and the mission of Toucan Rescue Ranch.
- **Social Media Management:** Assist in managing and growing the organization's social media presence. Create and schedule posts, engage with followers, and implement SEO strategies to optimize content for search engines.
- **Photography and Videography:** Capture high-quality photos and videos of rescued animals, rehabilitation processes, and conservation initiatives. Edit and organize media content for use in marketing materials, social media, and fundraising campaigns.
- **Copywriting:** Develop persuasive and impactful copy for marketing materials, fundraising appeals, and donor communications. Ensure consistency in messaging across various platforms.
- **SEO (Search Engine Optimization):** Implement SEO best practices to improve the visibility of Toucan Rescue Ranch's online content. Research and analyze keywords, optimize website content, and track performance metrics.
- **Corporate Sponsorships:** Assist in researching potential corporate sponsors, developing sponsorship proposals, and maintaining relationships with existing sponsors. Collaborate with the development team to identify partnership opportunities.
- **Donor Management:** Support donor management efforts by assisting in the creation of donor communication materials, acknowledgement letters, and updates. Help maintain accurate donor records and contribute to donor engagement strategies.
- **Crowdfunding and Fundraising:** Plan and execute crowdfunding campaigns, working closely with the development team. Develop compelling fundraising materials, including emails, social media posts, and graphics, incorporating visual content and effective copywriting.
- **Collaboration:** Work closely with the conservation team to gather information and stories about rescued animals, rehabilitation efforts, and conservation initiatives. Collaborate with other interns and staff members to coordinate marketing campaigns.
- **Event Support:** Participate in the planning and execution of fundraising events and outreach programs. Capture moments through photography and videography, and assist in promoting events through various marketing channels.
- **Educational Outreach:** Participate in educational workshops and online seminars, sharing insights into wildlife conservation, the organization's work, and engaging with the community to promote environmental awareness.
- **Legacy Project:** Execute a Legacy Project to showcase the skills learned during the internship. This may include creating a comprehensive marketing campaign, crowdfunding campaign, organizing a virtual event, or developing educational materials that leave a lasting impact on the organization's mission.

- **Monitoring and Reporting:** Track the performance of marketing and fundraising initiatives, analyze data, and provide regular reports. Use insights to make recommendations for improvements and adjustments.

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:

- Currently enrolled in or recently graduated from a relevant field such as marketing, communications, environmental science, visual arts, or business.
- Strong skills in copywriting, SEO, and digital marketing.
- Photography and videography skills, with experience in editing software.
- Knowledge of social media platforms and experience in social media management.
- Basic graphic design skills and familiarity with design tools (e.g., Canva, Adobe Creative Suite).
- Passion for wildlife conservation and environmental issues.
- Self-motivated, creative, and able to work independently as well as in a team.

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

Benefits:

- Hands-on experience in conservation marketing, photography, videography, copywriting, SEO, corporate sponsorships, donor management, educational outreach, and executing a Legacy Project within a renowned wildlife rehabilitation organization.
- Networking opportunities with professionals in the field of wildlife conservation and corporate partnerships.
- Exposure to diverse aspects of non-profit operations.
- Certificate of completion and a letter of recommendation upon successful internship conclusion.

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 is about \$20 a day and covers room and board costs as well as the education you will receive. We continue to improve and expand our facilities and staff providing you with an excellent learning environment. Your fee contributes to the medical care, food, and general husbandry of the animals in our care.

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.

Interested candidates should submit a resume, cover letter, and a portfolio showcasing relevant work or projects. Please include "Conservation Marketing Intern Application" in the subject line. Applications will be accepted until the application deadline (see website).

Toucan Rescue Ranch is an equal-opportunity employer and encourages candidates of all backgrounds to apply. We will promptly contact you to schedule an interview after reviewing your application. If you have any questions, we are always available via email to answer any questions.

CONTACT

www.toucanrescueranch.org

applications@toucanrescueranch.org