



KING CONSERVATION
LEADERSHIP ACADEMY

BROOKFIELD ZOO
CHICAGO

College Internship Program

Market Research Intern

Department

Guest Experience & Operations

Work Group or Team

Marketing

Season/Term

Summer (late May start through mid-August)

Level of Commitment

Part-time

Est. Hours per Week

16-24

Pay Rate

Unpaid

Position Summary

This internship will directly support Brookfield Zoo Chicago's mission by helping enhance its animal adoption programs, which are vital for raising awareness and funding for wildlife conservation. Through market research, the intern will assess the effectiveness of current adoption strategies, identify areas for improvement, and gather insights into donor preferences. This research will provide valuable data to refine adoption messaging, increase engagement, and attract more supporters, ultimately strengthening the zoo's conservation efforts and fostering deeper connections between the public and the animals they help protect.

Duties & Responsibilities

- Conduct market research to analyze animal adoption programs at other zoos and organizations, identifying trends, best practices, and opportunities for improvement.
- Look at existing animal adoption program at Brookfield Zoo Chicago
- Prepare reports and presentations summarizing research findings, including actionable insights and recommendations to optimize Brookfield Zoo's animal adoption efforts.
- All interns are required to complete either a final project or daily journal as part of their experience.
- Other related duties as assigned.

Requirements & Specifications

- 2-3 years of college
- Must be willing to accept the internship as an unpaid position and commit to 10-12 weeks, up to 24 hours a week.
- Candidates should be able to maintain a positive attitude, strong work ethic, and desire to learn; Candidates should possess the ability to work independently.
- Working towards degree in advertising or marketing

Preferred Skills

- Coursework in market research
- Microsoft Office products, especially Excel.
- Strong analytical skills
- Spanish fluency a plus, but not required.