



San Joaquin Regional Transit District
421 E. Weber Avenue
Stockton, CA 95202
(209) 943-1111

SAN JOAQUIN REGIONAL TRANSIT DISTRICT INTERNSHIP OPPORTUNITY

MARKETING INTERN (Part Time – approximately 20 hours per week)
(\$12.00 hourly)

Open Recruitment

Closing Date: until filled

JOB SUMMARY: Under general direction, performs a variety of routine administrative activities in support of San Joaquin Regional Transit District (RTD) marketing programs; assists in organization and preparation of RTD hosted events; uses personal computer and desktop publishing capabilities to prepare public information materials; and performs related duties as assigned. This internship will be for a term that starts on the date of hire, and ends on June 30, 2018.

EXAMPLES OF DUTIES:

- Assists in planning, organizing, integrating, and executing RTD marketing hosted events; assists in recommending and determining event concept, design, location, theme, audiences, and logo; assists in planning, organizing, and monitoring event logistics; schedules and secures participation by senior management, Board of Directors members, and others; publicizes events; assists in developing and making presentations during events, or plans and oversees presentations by others; serves as RTD's liaison regarding events, with media, the public, and others; assists other staff on large, multi-faceted events.
- Participates in proactively communicating information and messages to the public and internal customers, to promote RTD and educate targeted audiences regarding RTD's programs, activities, and initiatives; writes, edits, produces, and distributes, articles, columns, fact sheets, radio spot and print copy, and public service announcements for public presentation; determines distribution to appropriate audiences; promotes events to media; works with other RTD departments in the preparation of press releases, announcements and public information materials.
- Plans, organizes, prepares materials for, and evaluates the results of promotions of RTD services and special programs and events, working with local merchants, businesses, and community groups.
- Desirable: Uses graphics software, creates, prepares, and updates ads, illustrations, promotional materials, photographs, slides, signs, and other graphic design representations for use in RTD marketing and advertising; converts, formats, and archives files and graphics to meet department needs; takes photographs and scans, manipulates, and crops them as necessary.
- May assist with the artistic development of marketing and promotional materials from concept to completion, including, but not limited to: print, radio, video, RTD collateral, website design and maintenance, and internal and external corporate publications.
- Assists in all areas necessary to facilitate execution of the marketing plan and ad calendar.
- Creates and maintains a personal marketing project list.
- Attends and contributes to weekly department meetings.
- Assists with organization and maintenance of marketing materials including those housed at the Regional Transportation Center (RTC) "Marketing Cage."

EMPLOYMENT STANDARDS: Current enrollment in a four-year college or university, at least at the junior level, with a major in marketing, public relations, communications, business administration, or a closely related field; or have graduated from a four-year college or university with a major in marketing, public relations, communications, business administration, or a closely related field in the previous twelve months. **Licenses; Certificates; Special Requirements:** A valid California Class C driver's license.

KNOWLEDGE:

- Principles, practices, concepts, and techniques used in developing and executing marketing, public relations, and community outreach plans, programs, and strategies.
- Methods and techniques for creating effective marketing and public information materials. Background in copywriting and art direction.
- Excellent organizational and presentations skills.
- Principles and practices of sound business communication.
- Intermediate to expert knowledge of Microsoft Office Suite, including Excel, Word, Power Point, and Outlook.
- Graphic design and production knowledge is a plus.

ABILITY TO:

- Assist in the organization, facilitation, and execution of RTD Marketing hosted events using RTD approved event planning templates and other materials.
- Generate interest and convey messages through the development of graphic treatments and persuasive writing.
- Organize and handle multiple projects simultaneously.
- Organize, set priorities, and exercise sound independent judgment and initiative within established guidelines.
- Operate a computer using word processing and other business software.
- Organize and maintain office and specialized confidential files and records.
- Communicate clearly and effectively, orally and in writing.
- Understand and follow oral and written instructions.
- Ability to drive an RTD non-revenue vehicle during hours of work for purposes of carrying out internship activities.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. **Physical Demands:** While performing the duties of this class, an employee is regularly required to sit, talk and hear, in person and by telephone, use hands repetitively to operate standard office equipment, and reach with hands and arms. The employee is frequently required to stand, walk, and lift up to twenty five pounds. Specific vision abilities required by this class include close vision and the ability to adjust focus. **Mental Demands:** While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret complex data, information, and documents; analyze and solve complex problems; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive deadlines and interact with all levels of RTD management, staff, employees, representatives of employee organizations, governmental officials, representatives of public or community agencies, the media, and the public.

EMPLOYMENT PROCESS: Applicants must complete and submit an official application form. The standards as stated on the front of the job announcement represent only the minimum required to fill an application. Resumes will be accepted, but may not be substituted for the required application form. Meeting the listed standards does not guarantee that a candidate will be invited for an interview as the Human Resources Department reserves the right to limit the number of candidates to the most qualified for the vacancy. The selection process for this position may include a written assessment.

NOTE: All statements made on the application are subject to verification and investigation. False statements will be cause for disqualification, removal from the eligible list or termination of employment.

SUBSTANCE ABUSE TESTING: Substance abuse tests paid by the Transit District are required of each prospective employee. Candidates are cautioned that offers of employment are conditional and subject to the satisfactory completion of the substance abuse tests.

San Joaquin Regional Transit District is an Equal Opportunity/Affirmative Action employer. Female, minority, and disabled individuals are encouraged to apply. Applicants will be considered without regard to race, color, creed, national origin, religion, sex, sexual preference, marital status, age, medical condition or disability. Employment is conditional on successfully passing drug and alcohol tests, and a background investigation.

TO SUBMIT AN APPLICATION: Visit our jobs page online at www.sanjoaquinRTD.com/jobs

The provisions of this bulletin are subject to change without notice and do not constitute an express or implied contract.