

MARKETING INTERNSHIP

LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY (LAVTA)

The role:

Interns report directly to the Marketing Manager and coordinates with all Livermore Amador Valley Transit Authority (LAVTA) Personnel. LAVTA will provide the intern with guidance on projects and tasks, the opportunity to attend staff and committee meetings, and provide the necessary tools (e.g. computer, work station, etc.) for interns to complete assignments. Internship learning opportunities include, but are not limited to:

- Lead college and community events for Wheels bus service changes that include handing out flyers, communicating with students/the community on service changes, setting up/breaking down activation station, etc.
- Research new marketing tactics for community outreach
- Update and communicate changes within the marketing event plan and status document
- Help build website assets such as taking photos of event activations, bus stops, community functions, etc.
- Assist with producing marketing collateral such as t-shirts, lanyards, pens, flyers, etc.
- Ensure bus schedules information is fully stocked and correct by traveling to libraries, places of business, BART and bus stops to check brochure inventory
- Complete other administrative and miscellaneous duties that are assigned

Deliverables:

- Intern timecard (weekly)
- Monthly report of work performed

WAGE: \$15.00/HR - \$18.00/HR

CLASSIFICATION: Non-Exempt, Part-Time Temporary Position
As a temporary position, it is not eligible for benefits
Position limited to 20 hours or less per week
Open until filled.

REQUIREMENTS:

Essential:

- Planning on pursuing a career in marketing or advertising
- Currently enrolled at a college or university, part-time or full-time, as an undergraduate or graduate student at the time of application submission
- Must have excellent reading, writing, comprehension and editing skills

- Must be available to work a minimum of 10 hours and a maximum of 20 hours per week, meet in person with supervisor at least once a week during LAVTA's regular business hours (8:00AM-5:00PM) Monday – Friday
- Must to commit to this role for 6 months
- Must have reliable vehicle and willing to drive to suggested events
- High School Diploma

Highly desirable:

- Experience using MS Word, Excel
- Marketing, advertising, community outreach, or other work experience

HOW TO APPLY:

Submit resume and cover letter to the attention of Beverly Adamo. Note that this position is open until filled. Documents may be submitted via:

Email: resumes@lavta.org; or

Mail: LAVTA, 1362 Rutan Dr., Suite 100, Livermore, CA 94551; or

FAX: 925.443.1375