

## MARKETING INTERNSHIP

### LIVERMORE AMADOR VALLEY TRANSIT AUTHORITY (LAVTA)

#### The role:

Intern reports 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 intern to complete assignments. Internship learning opportunities include, but are not limited to:

- Participate in or lead college and community outreach events for Wheels and Rapid bus services, communicating with students/the community on route, schedule and fare information, setting up/breaking down displays, 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.
- Create engaging social media content, respond to inquiries, grow our following on Facebook, Twitter, and YouTube;
- 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:

- Pursuing a career in marketing, graphic design, advertising or a related field
- 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 possess and maintain a current, valid driver's license and satisfactory driving record (periodically drives LAVTA vehicles), have reliable vehicle and willing to drive to suggested events
- High School Diploma

#### Highly desirable:

- Experience using MS Word and Excel
- Graphic design experience in Adobe Illustrator, InDesign, webpage design and content management
- Marketing, advertising, community outreach, or other work experience

#### HOW TO APPLY:

***Submit resume and cover letter to the attention of Tony McCaulay. Note that this position is open until filled.***

***Documents may be submitted via: Email: [resumes@lavta.org](mailto:resumes@lavta.org); or***

***Mail: LAVTA, 1362 Rutan Dr., Suite 100, Livermore, CA 94551; or FAX: 925.443.1375***