



JOB TITLE: Marketing Intern (Program Sales Focus)
DEPARTMENT: Marketing & Communications
FLSA: Non-Exempt, Part-time
SALARY GRADE: \$12/hour

LAST REVISION DATE: 11/1/16
REPORT TO: Senior Marketing Specialist
EEO: Temporary

PURPOSE OF JOB

Assist the Senior Marketing Specialist with the development, coordination and implementation of agency programs. Assist with research, cold calling, client coordination, and administration of programs. Assist with the execution of marketing and communications activities as assigned. Represent DCTA at community events. Conduct research and reporting to support the strategic initiatives of the department. Complete additional responsibilities as assigned by the Senior Marketing Specialist.

ESSENTIAL FUNCTIONS

Discount Pass Program Coordination

- Conduct research to support the growth of DCTA discount pass programs
- Regularly communicate with potential clients and existing clients
- Coordinate regular mailings to support the marketing of discount pass programs
- Manage collateral distribution and inventory
- Arrange potential client meetings and assist with in-person visits
- Manage an ongoing database of current and potential discount pass program clients
- Execute all necessary processes for bulk passes, special discounts and regional sales opportunities
- Develop weekly and monthly reporting

In-Transit Advertising Program Coordination

- Respond to in-transit advertising requests
- Assist with the coordination contracts and the administrative process
- Assist with timeline management, proof of purchase documentation, and client communications
- Develop weekly and monthly reporting

Email Marketing

- Assist with the development of an email marketing program
- Coordinate email database development, email address data entry and organization of all collected data
- Track and monitor email marketing results
- Coordinate all email marketing reporting

Marketing and Communications Efforts

- Assist with departmental marketing and communications activities as assigned
- Contribute written content to the DCTA Hop on Board blog
- Assist with marketing and communications efforts as assigned

Other Projects as Assigned

- Assist in coordinating various marketing methods including, but not limited to, direct mail, print ads, and email marketing efforts
- Assist in project support activities such as contract administration, procurement, reporting, community relations and administration services support

The Marketing Intern (Program Sales Focus) position reports to the Senior Marketing Specialist. This is a 20-hour-per-week, part-time position that requires day, evening and weekend availability and will require traveling throughout Denton County.

Knowledge of:

- Principles and practices of business letter writing;
- English usage, spelling, grammar, and punctuation;
- Modern office methods, procedures, and computer equipment;
- Microsoft Office suite including Word, Excel, PowerPoint, Outlook and;
- Principles and practices of routine analytical research;
- Other job specific software as required.

Ability to:

- Understand the organization and operation of the DCTA and of outside agencies as necessary
- Communicate clearly and concisely, both orally and in writing;
- Understand and follow oral and written instructions;
- Prepare draft reports and general correspondence;
- Compile and maintain complex and extensive records;
- Explain and problem solve office issues for the public and with staff;
- Preserve confidentiality of sensitive material routinely encountered as part of work assignments;
- Operate and use modern office equipment including personal computers;
- Establish and maintain effective working relationships with businesses, educational groups, general public, etc;
- Work under time pressures to meet deadlines

Core Qualities:

- Ability to use his/her time effectively and efficiently and own the responsibilities of his/her position and responsibilities. Values time management and organization. Is able to identify and concentrate on his/her efforts priorities.
- Ability to stay organized, efficient and self-directed. Can manage a broader range of activities than assigned. Has a desire to own his/her job.
- Ability to be action-oriented. Not fearful of acting with a minimum of planning or supervision.
- Ability to be driven with energy for the things he/she sees as challenging. Seizes all opportunities.
- Ability to use logic and methods to solve difficult problems and identify effective solutions. Is comfortable with analysis. Looks beyond the obvious and discovers answers before asking first-line questions.
- Ability to write clearly and succinctly in a variety of communication settings and styles. Is able to communicate effectively with the end result in mind.
- Ability to understand a new industry, company or product. Can learn new skills and gain new knowledge.
- Ability to get along with others individually and in a large group. Has the desire to care for the organization's well-being and for the executives he/she supports. Interested in partaking in group development and team building activities.
- Ability to be dedicated to meeting the expectations and requirements of internal and external customers. Immerses himself/herself in customer information and uses it to troubleshoot requests and to impact improvements in products and services. Acts with the customer in mind.
- Ability to work in a highly-driven team environment. The desire to assist others with the completion of projects and responsibilities with the end goal in mind at all times.

EDUCATION AND EXPERIENCE

- High school diploma or GED equivalent
- Currently enrolled in college or at a university
- Experience (1 year) with the program development, direct sales and/or programs of the equivalent combination of relevant education and experience
- Good communication skills, with responsiveness experience

- Good technical skills, i.e. typing, word processing, computer operations, telephone

PHYSICAL ACTIVITIES: Physical activity includes, but is not limited to: on a continuous basis, sit at a desk for long periods of time; intermittently twist and reach office equipment; write or use keyboard to communicate through written means; run errands; lift moderate weight; standing for long periods of time; reaching above the waist, reaching below the waist, and reaching waist to shoulder to reach inventory on shelves; repetitive motion and fingering when using computer keyboard; talking and hearing when dealing with customers.
