



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

**LAST REVISION DATE:** 04/2018  
**REPORT TO:** Community Relations Manager  
**EEO:** Temporary

---

### **PURPOSE OF JOB**

Assist the Community Relations Manager with a variety of community outreach and event coordination to support the agency's brand awareness and community relationships. Monitor and manage community brand placements in association with campaigns. Assist with the execution of marketing and communications campaigns and activities as assigned. Represent DCTA at community events. Assist with creative design projects. Conduct research and reporting to support the strategic initiatives of the department. Complete additional responsibilities as assigned by the Community Relations Manager.

### **ESSENTIAL FUNCTIONS**

#### **Community Outreach**

- Assist with the development and management of a business distribution database of community organizations
- Work with member cities, local chambers of commerce offices, convention and visitors bureaus, and other community businesses to ensure DCTA representation on partner calendars, websites, newsletters, etc.
- Support agency campaigns with strategic community outreach, including distribution of campaign materials throughout the community
- Assist with the agency's safety education outreach
- Coordinate and facilitate all Rail Safety Program requests
- Regularly distribute appropriate DCTA collateral to participating organizations and manage collateral inventory

#### **In-House Events**

- Coordinate quarterly employee relations events and other employee-related activities
- Prepare invitations, goody items, food delivery, and all other event details
- Oversee all employee communications regarding activities
- Oversee set-up, operations, teardown and in-house event budget

#### **Sponsorship Marketing**

- Manage promotional inventory and the storage of all materials
- Assist with all aspects of event marketing and sponsorship coordination
- Assist with the preparation of all print materials, event supplies, promotional items and other required materials
- Support event marketing efforts on site as a DCTA representative for all promotional booth activities
- Assist the Community Relations Manager with arranging and scheduling school tours, outings, field trips, and other educational opportunities

#### **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

#### **Creative Design**

- Utilize strong graphic design skills in Adobe InDesign, Illustrator and Photoshop in conjunction with the agency's

- brand standards
- Ability to design brand new creative concepts and rework existing creative designs
- Create professional and relevant brand advertisements, online graphics, newsletters and marketing materials

**Other Projects as Assigned**

- Assist with the storage and organization of all marketing and communications items
- 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 (Community Relations Focus) position reports to the Community Relations Manager. 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:**

- Adobe InDesign, Illustrator and Photoshop (preferred);
- 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 coordination of events, community outreach, the development of creative design or 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.

This position requires regular strenuous activity, including but not limited to:

- Packing and unpacking a vehicle
- Moving boxes of varying weights
- Event set up and teardown including the movement of tents, tables, chairs, signage, boxes, etc.
- Routine trips to a storage unit
- Routine organization/labeling of storage unit items