

## DELAWARE RIVER AND BAY AUTHORITY

Department: Executive  
Class Title: Social Media/Marketing Intern  
Status: Non Exempt  
Reports To: Executive Director or as assigned  
Location: New Castle, DE  
Hourly Rate: \$12 Undergraduate Students - \$14 Graduate Program Students

### **I. POSITION SUMMARY**

This position reports to the Executive Director, assists Airport and Bridge Management and is responsible for monitoring, developing, and assisting in a wide variety of marketing and social media activities to increase brand awareness of the Delaware River and Bay Authority (DRBA) and its businesses by utilizing a marketing, advertising, social media and public relations plan for multiple DRBA sites. This position is also responsible for assisting in maintaining a positive image of the DRBA with DRBA patrons, community organizations, governmental agencies, tourism groups, and local businesses. Duties may include marketing development, special events marketing and social media, writing, graphic design, and other duties. This position works under minimal supervision and requires frequent interaction with the Executive Director, PIO as well with other levels of management and employees of the organization and the public.

### **II. ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Assists in any marketing, advertising, and social media initiatives which can include analysis of best practices, social media usage, market demographics, trends and characteristics, research, and design and implementation of a social media strategy.
- Assists in establishing the DRBA as a strong community leader through participation in local community events in New Jersey and Delaware; active involvement with local and governmental tourism organizations; and the participation in local charitable and school events.
- Assists in developing new outlets and marketing tools for use at all Authority Divisions including Wilmington-Philadelphia Airport, Delaware Memorial Bridge, Cape May-Lewes Ferry and Delaware City-Salem Ferry.
- Assists in a broad range of tasks including, but not limited to, managing promotions, attending meetings and interactions with customers in a professional manner, relationship building and networking opportunities, updating and managing social media channels.
- Build and maintain our content distribution network by way of social media channels.
- Increase the number of client connections on social networks and leverages social networks to strengthen relationships with existing and potential customers.
- Responds to or forwards e-mail inquiries, troubleshoot problems and inefficiencies.
- Assists in developing materials including planning, research, writing, editing, art directing, printing and distribution. These may include brochures, press releases and public service announcements, advertisements, displays, presentations, feature articles, flyers, video scripts, surveys and reports.
- Utilize search engine optimization (SEO) techniques to raise web presence and placement of DRBA businesses on web searches.
- Assist with planning, implementing, and evaluating special events.
- May be asked to travel to multiple DRBA work sites in NJ and/or DE.

- Provide the highest level of customer service and professionalism to all internal and external customers.

### **III. REQUIRED KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of the methods and techniques involved in collecting and analyzing factual data and its interpretation and publication
- Knowledge of the rules, regulations, policies, procedures, programs, and methods of the department and their application to specific cases after a period of training
- Knowledge of Microsoft Word, Excel, Outlook, PowerPoint
- Solid knowledge and understanding of the internet and social media outlets such as Facebook, Twitter, 4Square, Pinterest, YouTube, LinkedIn, HootSuite, Flickr, Instagram as well other developing forms of social media and their best practices
- Knowledge of the sources through which significant information may be disseminated
- Excellent written and oral communication skills and the ability to work individually on a project or in a team environment
- Ability to maintain essential records and files
- Understands the power of feed marketing
- Ability to provide superior customer service to everyone by responding in a courteous and efficient manner

### **IV. REQUIRED EDUCATION AND EXPERIENCE**

- Sophomore, Junior or Senior in college with a major in Communications, Web Development, Public Relations, or Journalism from an accredited college or university or a demonstrated background in social media use and development.
- Demonstrated writing skills, with samples of past work or examples of capabilities required for review.

### **V. LICENSES, REGISTRATIONS, AND/OR CERTIFICATIONS**

- Valid driver's license

### **VI. ADDITIONAL REQUIREMENTS**

- All potential employees will be subject to a background investigation

**If you are interested in applying for this position please complete the on-line application at [www.drba.net](http://www.drba.net). In addition, please attach a resume to the completed application.**

The Delaware River & Bay Authority is an Equal Opportunity Employer (EOE).  
[www.drba.net](http://www.drba.net)