

SOCIAL MEDIA AND MARKETING INTERN

Location: Cape May, New Jersey

Hourly Rate: \$14.00 (Undergraduate Student)-\$15.00 (Graduate Program Students/Graduates)

Opening Date: November 24, 2021

Closing Date: January 31, 2022

I. POSITION SUMMARY

This position reports to the Digital Communication and Content Manager and is responsible for assisting in and implementing a wide variety of marketing activities and social media to increase brand awareness of the Delaware River and Bay Authority (DRBA) and its businesses. This position will be required to maintain and grow the positive image of the DRBA with DRBA patrons, customers, 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.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assists in any marketing and social media initiatives which can include, but is not limited to, implementation of social media strategy, development of written/media content, customer engagement and social monitoring, implementation of broader digital promotion strategies, event promotion and coverage, and research of best practices/industry trends.
- Assists in establishing the DRBA as a strong community leader through participation in ferry-led, community events in New Jersey and Delaware.
- Assists in developing new outlets and marketing tools for use at all Authority Divisions including Cape May-Lewes Ferry and Forts Ferry crossing.
- 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.
- Builds and grows DRBA audiences across social networks with the goal of strengthening relationships with existing customers and building relationships with new customers.
- 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

- Social Media experience across a diversity of platforms, including Facebook, Twitter, and Instagram. Additional platform experience with YouTube, TikTok, Snapchat, LinkedIn, Google+, Pinterest, TripAdvisor etc. is beneficial.
- 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, and PowerPoint. Knowledge of Hootsuite, Sked Social and/or other social media planning/analytics platforms,

as well as the Adobe Creative Suite, Canva, or other design platforms, is beneficial.

- Excellent written and oral communication skills.
- The ability to work effectively independently and on a team.
- Ability to keep documents, graphics, media, etc. organized digitally (within existing systems).
- Ability to provide superior customer service to everyone by responding in a courteous and efficient manner.

IV. REQUIRED EDUCATION AND EXPERIENCE

- College student or graduate from an accredited college, university, or community college with a demonstrated background in social media use and development. Bonus if your major is web development or design.
- Demonstrated writing skills, with samples of past work or examples of capabilities required for review.

V. LICENSES, REGISTRATIONS, AND/OR CERTIFICATES

- Valid Driver's License

VI. ADDITIONAL REQUIREMENTS

- Delaware River and Bay Authority requires all employees to have direct deposit with a financial institution or enroll in the payroll card program to receive their bi-weekly pay
- All potential employees will be subject to a background investigation
- Subject to pre-employment drug testing

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If you are interested in applying for this position please complete the on-line application at www.drba.net. In addition, please attach a resume to the completed application.

The Delaware River & Bay Authority is an Equal Opportunity Employer (EOE).