

SOCIAL MEDIA & MARKETING INTERN

Location: New Castle, Delaware

Hourly Rate: \$15.00 (Undergraduate Student) - \$16.00 (Graduate Program Students)

Opening Date: November 23, 2022

Closing Date: March 1, 2023

I. POSITION SUMMARY

This position reports to the Digital Content Manager in Marketing and is responsible for assisting in and implementing a wide variety of communications, internal marketing activities, web projects, and social media to increase digital communications capabilities of the Delaware River and Bay Authority (DRBA) and its businesses with emphasis on the Airports Division. This position will be required to maintain and grow social media and digital communications platforms owned and operated by the DRBA to communicate with the public and other DRBA stakeholder groups. Duties may include social media posting, web page and blog post writing, special events assistance, digital content development, writing, graphic design, and other duties.

II. ESSENTIAL DUTIES AND RESPONSIBILITIES

- Assists in any marketing communications and social media initiatives which can include, but are not limited to, implementation of social media strategy, development of written/media content particularly for online outlets, audience engagement and social monitoring, implementation of digital promotion strategies, event promotion and coverage, and research of best practices/industry trends.
- Assists in establishing the DRBA as a digital communications leader by testing and growing specific digital media channels.
- Assists in developing new outlets and marketing tools for use across Authority Divisions to foster a unified brand identity and message.
- Assists in a broad range of tasks including, but not limited to, managing promotions, attending meetings and interactions with employee groups 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.
- Will 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.
- Helps maintain archival systems of photos and content using internal DRBA systems after training.

III. REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Social Media experience across a diversity of platforms, including Facebook, Twitter, Instagram, and LinkedIn. Additional experience with Pinterest, TripAdvisor, YouTube, Vimeo 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 Adobe Suite programs, Canva, Hootsuite, Schedugram and other graphic and social media planning/analytics 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, digital communications, 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).