

## **DIGITAL CONTENT & MARKETING INTERN**

**Location: Delaware Memorial Bridge, New Castle, DE**

**Hourly Rate: \$16.00 (Undergraduate Student) \$18.00 (Graduate Program Students)**

**Opening Date: December 17, 2025**

**Closing Date: February 17, 2026**

### **I. POSITION SUMMARY**

This position reports to the Digital Content Manager in Communications & Marketing and is responsible for assisting in and implementing a wide variety of communications, internal marketing activities, web projects, data analysis & tracking to increase digital communications capabilities of the Delaware River and Bay Authority (DRBA). This position will be required to maintain and grow a variety of Authority digital communications platforms owned and operated by the DRBA to communicate with the public and other DRBA stakeholder groups. Duties may include writing emails for public consumption for our primary B2C properties, web page updating, creation, and blog post writing, special events assistance, digital content development, writing, graphic design, and other duties.

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

- Assists in any digital marketing communications and digital platforms initiatives which can include, but are not limited to, implementation of digital strategy, development of written/media content particularly for online outlets, Google Analytics, Google Search Console, SEO update/changes, SEM ad creation, and implementation of digital promotion strategies, event promotion and coverage, and research of best practices/industry trends.
- Monitor Google Analytics and Social Media Analytics for monthly reporting, track SEM analytics for CMLF & ILG.
- 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. While monitoring brand integrity and adherence.
- 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 digital channels and platforms.
- Revise and write new web content which allows social media to drive growth of DRBA audiences across social networks and digital platforms/channels 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**

- Digital Marketing experience with, but not limited to Google Analytics, Google Search Console, YouTube, Vimeo, TripAdvisor, WordPress (Elementor), Drupal, SiteImprove, SEO best practices & implementation.
- 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. Experience at any level or familiarity with Adobe Creative Cloud, including Adobe Stock, Adobe Acrobat, Illustrator, Photoshop, and Premiere. After Effects is a bonus. Knowledge Canva, Hootsuite, and other graphic and analytics platforms is beneficial.
- Awareness of SEM, ROAS, and other SEM/SEO related metrics is a bonus.
- Email marketing software experience with Mailchimp, or understanding of email marketing audiences, segmentation, etc.
- Excellent written and oral communication skills
- The ability to work effectively independently and on a team. Ability to prioritize and follow department priorities above all else in workflows.
- 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 CERTIFICATIONS**

- Valid driver's license

### **VI. ADDITIONAL REQUIREMENTS**

- Subject to a background check and pre-employment drug test
- Delaware River and Bay Authority requires all employees to have direct deposit with a financial institution to receive their bi-weekly pay

**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)

