

Marketing/Communications Intern



**Regional
Transportation
Authority**

The Regional Transportation Authority (RTA), located in downtown Chicago, is currently accepting applications to fill the Marketing/Communications Intern vacancy.

Under the direction of the Director of Marketing and Communications the intern will support the department and agency to promote a positive image of the RTA. The goal of this internship is to apply knowledge acquired in the classroom to real-world situations, as well as gain the skills and experience necessary to prepare the student for a successful career in marketing and communications. The candidate must be willing to commit to a minimum of 25 hours per week.

Responsibilities also include but are not limited to:

- Support production of communications materials, including press releases, blog posts and presentations.
- In-house print production functions of printed collateral material and other promotional materials, new and and/or digital media use by the Communications and Marketing departments and the agency.
- Assist with video production and photo shoots
- Assist with organization of RTA images on the digital asset management system.
- Assist with coordination of RTA marketing efforts with regional partners, including the Service Boards (Chicago Transit Authority, Metra and Pace Suburban Bus) and other stakeholders.
- Research partnerships and sponsorships that further RTA's strategic marketing objectives.
- Provide social media assistance for message scheduling and posting on RTA and leadership social media channels (Twitter, Facebook, Instagram, YouTube and LinkedIn).
- Review conversations across social media channels for trending news, ideas and address important mentions in real-time through engagement, escalation, or documentation.
- Provide assistance with capturing and analyzing social media metrics, POP, and tear-sheets for reporting and billing.
- Assist with gathering, delivering and distributing materials for community outreach events and engaging with the public.
- Supporting the marketing team in daily administrative tasks.

The ideal candidate will have a high school diploma working towards securing advanced degree from an accredited institution in Marketing, Public Relations, Journalism, Communications, or related field.

Strong project management, time management and organizational skills, along with ability to make sound decisions, excellent verbal and written communications skills, strong interpersonal skills with the ability to interact with others. Familiarity with social media strategies, functions and platforms. Attention to detail and ability to edit and proofread, creative thinking, problem solving and writing. Graphic design experience/skills are preferred but not required. Helpful if you have working knowledge of Adobe Creative Suite, InDesign, Illustrator, Photoshop and Microsoft Office Suite.

Salary: up to \$15.00 per hour

Please submit a cover letter and resume to:

Regional Transportation Authority
Human Resources, Attn: 18-MCI
175 W. Jackson, Suite 1650
Chicago, IL 60604

To apply online go to: <https://rtaweb01prd.rtachicago.com/jobposting/?job=218>

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