



SUMMARY DESCRIPTION

Provide support in the Department of Strategic Development and Communications for the purpose of gaining public relations and communications experience in a public agency. Intern will support the Manager of Public Affairs and Community Relations by assisting in various projects aimed at addressing the direction of the San Joaquin Regional Rail Commission board of directors and the needs of the Altamont Commuter Express (ACE) passengers.

AGENCY IMPACT/ACCOUNTABILITY/SUPERVISION RECEIVED AND EXERCISED

- Interns have a minimal level of decision-making authority.
- Interns have routine contacts, typically involving the work unit, peer group, and general public. Interns are expected to answer questions requiring the explanation or limited interpretation of standard procedures.
- Interns receive advanced supervision from assigned management or supervisory staff. Assigned duties and responsibilities require the interpretation of general administrative and/or operational policies and deviations require prior approval. Work requires the application of judgment in selecting appropriate established guidelines to follow.
- Interns generally have no supervisory responsibilities. Responsibilities may include participating in training new interns.

ESSENTIAL FUNCTIONS

This job description reflects a representation of essential functions; it does not prescribe or restrict the tasks that may be assigned due to reasonable accommodation or specific requirements of an individual Agency Internship Profile or for other reasons.

- 1) Print
 - a) Graphic design and writing support for advertising, marketing, special events and other communications products.
- 2) Interactive Communications
 - a) Assist with the creation and writing of agency eNewsletters.
 - b) Solicit for and distribute various internal email communications.
- 3) Internet Communications
 - a) Coordinate and work with agency vendors on changes to the agency websites.
 - b) Make updates to the agency's various social media components.
- 4) Media Relations
 - a) Assist with research for media inquiries, including newspaper, radio, television, internet, etc.

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- b) Maintain comprehensive monitoring system for all media which relates to the agency.
- 5) Board Development
 - a) Assist with monthly board meeting packets, including distribution
- 6) Marketing Collateral
 - a) Assist with ordering and inventory of marketing collateral and giveaways
- 7) Passenger Appreciation
 - a) Assist with various passenger appreciation events throughout the year
- 8) Audio/Visual
 - a) Assist with the use of the agency audio and visual equipment (including cameras and sound systems) to capture events and/or special advertising needs.
- 9) Perform related duties as required.
- 10) Work flexible hours when necessary and conducive to student's schedule to accommodate special event schedules (i.e. early morning or evenings)

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

Knowledge of:

- Basic graphic design production including knowledge of basic print production.
- Office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets, and databases.
- English usage, spelling, grammar, and punctuation.

Ability to:

- Recommend and implement goals and objectives for implementing public relations and marketing objectives.
- Develop and produce graphic and print materials to support advertising efforts.
- Multi-task.
- Operate office equipment including computers and supporting word processing, spreadsheet, and database applications.
- Establish and maintain effective working relationships with those contacted in the course of work.

Skill in:

- Applying principles and practices of public relations planning, graphic design, and website development.
- Applying strong interpersonal techniques and demonstrating a consistent commitment and ability to work with diverse work groups and individuals.
- Demonstrating a positive customer service orientation with both internal and external clients.
- Communicating clearly and concisely, both orally and in writing.

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Education and Experience - Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education/Training:

Enrollment in an accredited college or university with major course work in marketing, communications, public relations, journalism or a related discipline.

Experience:

One year of increasingly responsible media, public affairs, or communications experience.

License or Certificate:

Possession of a valid California State Driver License.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Environment: Office and field environment; travel from site to site; exposure to noise and all types of weather and temperature conditions.

Physical: Primary functions require sufficient physical ability to work in an office and field environment; walk, stand, and sit for prolonged periods of time; occasionally stoop, bend, kneel, crouch, reach, and twist; push, pull, lift, and/or carry moderate to heavy amounts of weights; ability to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction.

Hearing: Hear in the normal audio range with or without correction.

Date: June 2011