

TBARTA Emerging Professionals– Winter 2017 Marketing Internship Opportunity

Salary: Unpaid, Course Credit, Work Experience, Networking

Time Period: Monday, January 9, 2017, to Friday, May 5, 2017

Hours: Flexible, up to 12 hours per week, with office hours between 9am and 5pm

Reports to: Principal Planner/Project Manager; Senior Planner/Project Coordinator; or, Marketing & Outreach Coordinator

Description:

As a part of the TBARTA team, you will work with our Principal Planning/Project Manager and Marketing & Outreach Coordinator on promoting and advancing the TBARTA Commuter Assistance (CAP) program, which focuses on increasing the use of vanpooling, carpooling, bicycling, walking, and transit, as well as employer arrangements such as flextime and telework. The goal of this program is to increase the visibility, availability and usage of alternatives travel methods to and from work, thereby decreasing congestion on roadways and the environmental consequences of Single Occupancy Vehicle (SOV) travel.

Responsibilities will include creating promotional materials, preparing presentations, writing website copy, conducting social media outreach, and developing event concepts, such as Bike to Work Day. A strong ability to communicate persuasively is needed, as you will be interfacing with employers and other organizations around the Tampa Bay region generating interest/participation in the program.

To be eligible, candidates must:

- Be student currently enrolled in a college program leading to a Bachelors or Master's degree in Graphic Design, General Business/Business Administration, Advertising, Marketing, or related field.
- Keep a minimum G.P.A. of 3.0.
- Have strong communication and teamwork skills, with the ability to prepare and present written reports, and an interest in conducting research and performing analyses.
- Have proficiency with Microsoft Word, Excel, and PowerPoint.
- Have a valid U.S. driver's license (travel may be required on occasion).

Applicants with an interest in transportation, and experience with Adobe Acrobat and Creative Suite, ArcGIS, and/or Google Earth a plus.

Physical Demands and Work Environment:

- The physical demands and work environment are characteristic of modern office work and include moderate noise (examples: business office with computers and printers, light traffic), and are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To apply, please send the following to Michael Case, Principal Planner and Project Manager, at michael.case@tbarta.com by Monday, January 2, 2017.

- A CV or Resume, with;
- A one-page cover letter
- A copy of most recent university transcripts, and;
- One work/writing sample

TBARTA was created by the Florida State Legislature in 2007 to develop and implement a Regional Transportation Master Plan for the seven-county West Central Florida region consisting of Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas and Sarasota Counties. The authority's purpose is to improve mobility and expand multimodal transportation options for passengers and freight throughout the seven-county region.