



Marketing & Communications Internship—Public Transit

OVERVIEW

The city appreciates the impact that talented, energetic students can have in our organization and on the community and is pleased to provide learning experiences to prepare our next generation citizens.

MATBUS is a public transportation system jointly operated by the City of Moorhead and the City of Fargo. The system consists of 23 fixed routes covering Moorhead, Dilworth, Fargo and West Fargo, as well as MAT Paratransit, a door

This intern will participate in all aspects of a communications role within city government, and will finish the internship with practical and valuable experience.

EXPERIENCES & RESPONSIBILITIES

- Assist in the rollout of new rider payment technology, including a large education campaign featuring a broad range of media
- Perform social media management—write and create engaging content
- Provide website maintenance and management
- Assist with advertising sales and management
- Perform marketing research and planning
- Assist with a variety of projects and promotions, as well as day-to-day rider outreach
- Assist with and provide research and analysis of special projects or government policies as requested.
- Explore government activities and attend meetings as needed.
- Work collaboratively with a variety of City leaders, co-workers and other community leaders.
- Maintain a high level of professionalism and customer service in the Public Transit office.
- Provide general department administrative support.
- Performs other duties as requested.



Requirements

- Current or recent college student majoring in marketing, communications or public relations program.
- Excellent written and verbal communication skills.
- Broad social media knowledge
- Ability to take direction and multi-task.
- Proficient in Adobe Photoshop/InDesign/Illustrator and Microsoft Office Suite
- Driver's license

Salary: TBD

Timeline

- Semester, school year, or summer
- This opportunity is offered as a credit or non-credit paid position.

Learn more:

humanresources@cityofmoorhead.com