



General Position Information

Job Title	Communications Intern		
Position Reports to:	Communications Manager		
Department	Administration	Salary	\$16.00 per hour
Division	Executive	Schedule	20 hours maximum
Work Location	211 N. Paca Street Baltimore, MD 21201	Work Type	In-person / hybrid
		Employment Type	Internship

Job Summary

The Communications Intern will assist and support the Communications Manager through content creation, writing, online publications, email and other various forms of communication. The position will support the communication needs of various departments and managers, and will provide recommendations to the department manager.

Essential Task Responsibilities

- Organize files onto SharePoint using appropriate naming conventions (photos, social media graphics, logos, templates, press release, etc.);
- Create a social media calendar for the summer to assist with the Operations department, including the launch of new programs such as pay by cell phone/text message at parking meters, new entrance/exit equipment in garages, and virtual permit parking in residential permit parking areas;
- Write first drafts of press releases for new programs;
- Write first drafts of emails to web subscribers regarding the new programs;
- Design first drafts of social media posts;
- Assist with updating the Parking Authority website using Drupal 10;
- Research options for redesigning the Parking Authority organizational chart;
- Interact with customers, constituents and business owners regarding the new programs;
- Interact with, and collaborate with, other organizational members as required to carry out responsibilities on various projects;
- Investigate and research best practices in creating and distributing accessible content on PABC's website and across social media platforms;
- Report any findings and/or provide recommendations to the Communications manager;
- Develop a filing, tracking, organizing system of communication resources, information, and inventory;
- May be requested to attend various community engagement meetings to educate the public about the new programs;
- Other duties as assigned.



Qualifications

- A current junior or senior undergraduate student majoring in Mass Communications, Public Relations, or Marketing at an accredited college or university with a minimum of 18 credit hours;
- Two letters of recommendation from teachers/professors in courses outlined above; or supervisor from a previous similar position or internship.

Knowledge, Skills, and Abilities Requirements

- Knowledge of the Parking Authority and work of the Parking Authority;
- Knowledge of and proficiency in Microsoft Office Suite 365: Outlook, Excel, Word, PowerPoint, Teams, OneDrive, SharePoint, etc.;
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations;
- Ability to engage with a variety of individuals such as teammates, managers, and the general public;
- Strong editing, spelling, grammar, and punctuation skills;
- Highly skilled in creating and writing content across various platforms;
- Ability to write reports and create spreadsheets;
- Ability to effectively present information and respond to questions from team members, supervisor, and the general public as required;

Supervision Received and Exercised

The Communications Manager will oversee the tasks and projects assigned to the Intern. Goals and objectives will be established and reviewed during the course of the internship. Additional oversight from other team members may be necessary to assist the Intern in meeting goals and objectives.

Physical Requirements

The office environment is conducive with regulated office temperatures and lighting. The noise level can occasionally be moderate. The Intern will frequently sit, stand, walk, stoop, bend, use hands and reach with hands and arms. Occasional light lifting, such as three or four reams of paper or other materials up to 40 pounds may be required. Specific vision abilities required are close and distance vision and ability to adjust focus. The outer office environment is conducive to outdoor weather conditions.

Location

The office is located in Downtown Baltimore City. Commuter transit pass or parking pass is provided. Parking is available in the Market Center Garage. Public Transportation is accessible on the blocks around the office to include MTA bus transit, Metro Subwaylink and Light Raillink.



Schedule and Compensation

This opportunity is slated for the Summer Semester/Break. The expected duration of the internship is ten (10) weeks, starting the end of May or beginning of June. The schedule is flexible, 20 hours or less, and will be determined in advance. The hourly rate is \$16.00 an hour and does not include additional benefits.

Application Process

Submit your Cover Letter and Resume to employmentopportunities@bcparking.com with the title, Communications Internship in the subject line. Attach any samples of projects relevant to this opportunity.