



## **PAID INTERNSHIP POSITION**

Communications & Marketing Department

**Job Title:** Communications & Marketing Intern  
**Department:** Communications & Marketing  
**Location:** In-Person, 350 Industrial Way, Woodland, CA 95776  
**Salary:** \$16.00-\$20.50/Hour, depending on academic classification and relevant work experience

### **Overview**

As a Communications & Marketing Intern at Yolo Transportation District (YoloTD), you will be an integral part of our dynamic team, contributing to various aspects of communications, marketing, and community engagement. This internship provides a unique opportunity for individuals interested in gaining hands-on experience in the transportation industry while actively participating in the development and execution of marketing campaigns, social media management, and outreach events. This position operates under the supervision of the Executive Director with oversight by the Communications & Marketing Specialist.

We welcome applications from undergraduates, graduates and post-baccalaureate individuals. This is a limited-term position with a maximum of 1,000 working hours per Fiscal Year (July 1<sup>st</sup> to June 30<sup>th</sup>). The working hours are flexible, accommodating academic schedules and work availability.

### **Individuals with interest in...**

- Learning about working in public transit and local government,
- Learning about the importance of effective communication in the public sector,
- Learning about the different methods, materials, equipment, techniques, etc. used in communication, and/or
- Developing their resume and portfolio with real projects and experience,

Are encouraged to apply!

### **Qualifications**

- Applicants must be currently enrolled in an accredited college/university majoring in one or more of the following areas: Communications, Marketing, Digital Media, Public Relations, Journalism, Graphic Design or Multimedia Arts, Business or Management, or related fields; or are a recent graduate who completed their degree in one of the above fields of study.
- Have a strong understanding of social media platforms and their respective best practices.
- Excellent written and verbal communication skills.

- Basic graphic design skills (Experience with tools such as Adobe Creative Cloud – Photoshop, Illustrator, InDesign, Premiere, etc., and/or Canva) is a plus!
- Basic photography/videography skills is a plus!

## Key Responsibilities

*This list is intended to indicate the general nature and level of work performed by employees within this classification and is not designed to be interpreted as an exhaustive listing of all tasks required of employees assigned to this job.*

- **Content Development**
  - Develop visually appealing and informative content, including graphics, images, and short videos to showcase YoloTD’s services and initiatives.
  - Capture high quality photos and videos to be used in various marketing campaigns implemented by YoloTD.
  - Collaborate with team members to create engaging posts that align with the agency’s goals.
- **Social Media Management**
  - Assist in managing and updating YoloTD’s social media channels, including Facebook, Instagram, X, Threads, LinkedIn, and NextDoor.
  - Schedule and publish posts to maintain a consistent and active online presence.
- **Community Engagement/Customer Service**
  - Monitor social media channels for community feedback, questions, and concerns.
  - Engage with followers, respond to comments, and foster positive interactions to build a strong online community.
  - Actively participate in on-site outreach events to representing YoloTD, occasionally working in diverse environments and varying weather conditions.
  - Assist in planning and coordination of promotional events to enhance brand awareness.
  - Assist with supporting front desk operations including welcoming guests, processing ticket sales, and providing general customer service needs.
- **Campaign Support**
  - Contribute to the planning and execution of various marketing campaigns to promote YoloTD’s services, events, and initiatives.
  - Conduct marketing research to support the development and implementation of various campaigns, including gathering data on target demographics, competitor analysis, and market trends. Assist in the interpretation of research findings to inform strategic decision-making and campaign optimization.
  - Assist in the creation and production of marketing materials, including but not limited to printing, assembling, and cutting flyers, brochures, posters, and other promotional items as needed.
  - Track and analyze metrics to assess campaign effectiveness.
- **Trend Analysis**
  - Stay updated on current social media trends, tools, and best practices.
  - Provide insights and recommendations for integrating new threads into YoloTD’s social media strategy.

## How to Apply

To be considered, please submit a resume, cover letter, and a completed job application (available at [YoloTD.org/Jobs](http://YoloTD.org/Jobs)) to:

- **Email:** [jobs@yctd.org](mailto:jobs@yctd.org)
- **In-Person:** 350 Industrial Way, Woodland, CA 95776 (The YoloTD office is open M-TH, 9AM-4PM. We are closed between 12-1PM).
- **Mail:** ATTN Human Resources, 350 Industrial Way, Woodland, CA 95776

Applications will be accepted until filled.

If you have any questions regarding the recruitment, please contact [jobs@yctd.org](mailto:jobs@yctd.org) or call (530) 661-0816.

*At the Yolo County Transportation District, we are committed to fostering an inclusive and diverse work environment. We embrace and celebrate the unique qualities, perspectives, and experiences of our employees, which make our organization stronger. We are an equal opportunity employer and do not discriminate on the basis of race, color, religion, sex, gender, marital status, national origin, age, mental and physical disability, or any other protected status. We believe in creating a workplace where everyone has an equal opportunity to contribute, grow, and thrive. We encourage all qualified individuals, including those from underrepresented backgrounds, to apply and join us in our mission to provide safe, efficient, and accessible transportation services for our community.*



## STUDENT INTERN HOURLY WAGES RATE

<b>FIRST-YEAR STUDENT</b>		<b>HOURLY RATE</b>
<i>(Less than equivalent of 30-semester units completed)</i>		
No relevant work experience		\$16.00
At least equivalent of 15 semester units completed or 500 hours of appropriate experience		\$16.25
For every year of relevant comparable experience (up to 3 years or \$0.75)		\$0.25

<b>SECOND YEAR STUDENT</b>		
<i>(Equivalent of 30-semester units completed)</i>		
No relevant work experience		\$16.50
At least equivalent of 45 semester units completed or 500 hours of appropriate experience		\$16.75
For every year of relevant comparable experience (up to 3 years or \$0.75)		\$0.25

<b>THIRD YEAR STUDENT</b>		
<i>(Equivalent of 60-semester units completed)</i>		
No relevant work experience		\$17.00
At least equivalent of 75 semester units completed or 500 hours of appropriate experience.		\$17.25
For every year of relevant comparable experience (up to 3 years or \$0.75)		\$0.25

<b>FOURTH YEAR STUDENT</b>		
<i>(Equivalent of 90-semester units completed)</i>		
No relevant work experience		\$18.00019
At least equivalent of 105 semester units completed or 500 hours of appropriate experience.		\$18.50
For every year of relevant comparable experience (up to 3 years or \$0.75)		\$0.25

<b>GRADUATE STUDENT</b>		
<i>(B.A. or B.S. Degree Completed)</i>		
No relevant work experience		\$20.00
At least equivalent of 9-semester units completed or 500 hours of appropriate experience.		\$20.50
For every year of relevant comparable experience (up to 3 years or \$0.75)		\$0.25