Outreach and Marketing Internship

Communities for Transit ("CFT") is a newly formed non-profit organization dedicated to building support for a planned rapid transit network in Montgomery County, Maryland. CFT employs a range of strategies to catalyze support for making Montgomery County a national leader in using transit systems to transform "urbanizing" suburbs from congested, auto-centric neighborhoods into more environmentally and financially sustainable communities.

Rapid Transit Systems (RTS), also known as Bus Rapid Transit (BRT), are becoming more prevalent in the United States and Canada, as they are a cost-effective and proven way to manage congestion and improve public transit. Last November, the Montgomery County Council unanimously approved plans for an 80-mile RTS on roads throughout the county. Please visit our website at www.communitiesfortransit.org to learn more about the RTS plan.

Responsibilities: CFT is seeking applicants for a paid part-time summer internship (10-20 hours/week) to help the organization with public outreach and digital marketing. The intern will gain experience in:

- Social media management
- Email marketing
- Facebook advertising
- Community outreach
- Event marketing

Roughly 4-6 hours will be required on either Saturday or Sunday each week, depending on the events scheduled. Some weekends will have opportunities for events on both Saturday and Sunday. The intern will primarily staff tables with staff members and/or volunteers at events around the county. Most of these events will be outdoors and on the weekends.

We also have a large booth at the Montgomery County Agricultural Fair (August 8-16), which will require 6-8 hour shifts every day. All applicants must be available for every day of the fair.

The intern can work a very flexible schedule during the week in our downtown Silver Spring office. Office responsibilities will include: helping to design and implement social marketing campaigns to increase awareness of the Rapid Transit System among county residents and updating a database of contacts at community groups and homeowners' associations in the county.

The ideal candidate should have the following qualifications:

- Passion for transit, smart growth, planning, and/or environmental issues strongly preferred
- Excellent computer skills and experience in graphic design, marketing, and social media
- Flexibility: While schedule for the summer will be planned at time of hire, it is always possible some events will be added, canceled, or shifted
- Strong interpersonal skills
  Demonstrated comfort conducting public education campaigns, particularly for diverse communities, including youths, renters, immigrants, businesses, environmentalists, etc
- Availability on weekends, particularly mornings and early afternoons
- Ability to travel throughout Montgomery County
• Familiarity with neighborhoods, roads, and transit in Montgomery County preferred

Location: Communities for Transit is headquartered in downtown Silver Spring, near the Red Line Metro station.

Salary will be $10-$12/hour, depending on experience.

Applicants should send cover letter, resume, and relevant work samples (if any) to Geri Rosenberg grosenberg@communitiesfortransit.org with “Outreach and Marketing Internship” in the subject line. Please include the dates you are available to start and end the internship.
Applications will be accepted on a rolling basis.