MAINE TURNPIKE AUTHORITY
Job Description

Job Title: **PR and Marketing Intern (student intern)**
Department: Communications/Public Relations
Reports To: Director of Communications (or designee)
FLSA Status: Non-Exempt, Hourly

Summary

This is professional support work with primary responsibility of assisting senior staff with public relations, marketing, and outreach initiatives. This classification is a seasonal entry level, on-the-job training position located in Portland, Maine. The Intern will work closely with Communications Department staff through daily interactions and in-person meetings. Employees are supervised at regular intervals for quality and accuracy of work performed.

The position supports public engagement efforts, safety initiatives, construction project communications, website updates, and digital media content development for the Maine Turnpike Authority.

Essential Duties and Responsibilities

The duties listed cover the principal duties of the position and are not all-inclusive.

• Effectively interact with MTA staff, consultants, and external partners to support communication initiatives in a timely manner.
• Partner with senior staff and consultants on strategic communication efforts for major construction projects, including public outreach campaigns and informational meetings.
• Support smaller construction projects by gathering and sharing timely updates across social media and web platforms.
• Contribute to safe driving awareness initiatives through creative content development and outreach strategies.
• Assist in researching, developing, scheduling, and monitoring content for MTA social media platforms.
• Monitor and help analyze social media analytics and website performance metrics; assist in preparing engagement and media tracking reports, including Advertising Value Equivalency.
• Support website content updates, including uploading materials and assisting with basic graphic design elements.
• Assist in creating digital content such as graphics, short-form videos, and related communication materials.
• Work with senior staff to respond to public inquiries and provide accurate information through various communication channels.
• Assist in preparing and distributing fact sheets, news releases, photographs, graphics, infographics, scripts, and other media materials.
• Collaborate with senior staff and consultants on marketing campaigns and special projects, including promotion of E-ZPass, construction projects, traffic updates, and safety initiatives.
• Support public outreach efforts for project-specific informational meetings.
• Assist with organizing employee events and supporting internal communications initiatives.
• Attend conferences, meetings, and exhibitor events as assigned to represent MTA and respond to public inquiries.
• Perform related work as required.

Required Knowledge, Skills and Abilities

• Ability to write clearly, accurately, and professionally for various audiences and platforms.
• Ability to speak effectively with employees of the organization and members of the public and to convey information in a concise and courteous manner.
• Familiarity with social media platforms and digital communication tools.
• Basic knowledge of graphic design principles and content creation tools.
• Ability to read and understand documents such as policies, procedures, and communication guidelines. Must understand and follow all appropriate Maine Turnpike rules, policies, and procedures.
• Ability to apply common sense understanding to carry out instructions from peers and supervisors in written or oral form.
• Ability to manage multiple tasks, prioritize assignments, and meet deadlines.
• Self-motivated with attention to detail and accuracy.
• Ability to exercise good judgment when responding to public inquiries and handling sensitive information.
• Ability to know when to ask questions and seek clarification when needed.
• Ability to interact appropriately and positively with staff, consultants, media representatives, and the public.

Education and/or Experience

Position requires applicant be a full-time student, currently enrolled and planning to complete a Bachelor's Degree in Public Relations, Marketing, Communications, Graphic Design, English, or other similar/related field.

Some experience and/or training on a personal computer, including Microsoft Office word processing, spreadsheet, and presentation software is required. Experience with social media platforms, website content management systems, and basic graphic design or video editing software is preferred.

Certificates, Licenses and Registrations

Must possess and maintain a valid Class C State of Maine driver's license and clean driving record, or have the ability to obtain reliable transportation as needed for meetings and events.

Special Requirements

Employee may occasionally be required to attend evening meetings, public outreach events, or conferences as assigned.

Physical Demands

While performing the duties of this job, the employee is frequently required to sit, stand, speak, and listen. The employee is occasionally required to walk, reach with hands and arms, and lift and/or move up to 20 pounds.

Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust focus.

Pay Range

$25.00 per hour

Working Hours

Typical hours are Monday through Friday, 8:00 am to 4:30 pm, though this position is subject to working some non-routine hours. Employee must be available to attend occasional evening meetings or events as assigned.

Work Environment

The working conditions are primarily those of a professional office environment. While performing the duties of this job, the employee may occasionally travel to turnpike facilities, construction sites, meetings, or events and may be exposed to outside weather conditions. The noise level in the office work environment is usually quiet, with occasional increased noise when attending events or field locations.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.