



Albany Parking Authority

Summer 2022 Marketing Internship

Are you looking for an opportunity to build your resume AND get paid while doing it? The Albany Parking Authority is seeking one (1) paid Marketing Intern for the Summer 2022 semester. This position will allow an intern to learn the scope of the Marketing & Stakeholder Coordinator's role and the marketing department as a whole in their advertising and promotional efforts. Come make a difference with the APA!

Organization

The Albany Parking Authority is a component unit of the City of Albany, New York, established in 1983, with a mission to provide convenient and affordable parking in support of economic development in the City of Albany. The Authority is an equal opportunity employer that values diversity at all levels.

Responsibilities

A Marketing Intern assists the marketing department in their advertising and promotional efforts. Their main duties include completing clerical and administrative duties, building social media campaigns and preparing promotional materials and presentations. All intern duties will be supervised by the Marketing and Stakeholder Coordinator of the Authority. Responsibilities include:

- Monitor social accounts, respond to inquiries in real time, and work on audits for leadership as needed;
- Support our web development team by making website updates to ensure that parkalbany.com is up to date and accurate
- Create and manage email campaigns, webcasts, blogs, social posts, press releases, and/or other pieces of digital content
- Track, measure and analyze engagement metrics on a variety of platforms content to develop insights for future marketing efforts

Qualifications

The APA is seeking an Undergraduate student entering their junior or senior year (or a Graduate student), who is majoring in Marketing, Business Administration, or Graphic Design.

All students must be in good academic standing. Leadership capability, initiative, and exceptional verbal and written advocacy and communication skill are essential. Proactive self-starter capable of working both independently and in a team setting. Highly collaborative and team-oriented. Ability to work cross-functionally and manage multiple projects simultaneously

Compensation

The rate of pay for this internship shall be \$17.00 per hour, commensurate with experience.

Work Schedule

Note: Work hours are flexible according to school schedules, but we request a commitment of at least 16 hours/week during normal business hours (Monday through Friday, 8AM to 4PM).

Application

If you are interested in a Summer 2022 internship, please submit your application **by June 3, 2022** through the City of Albany Civil Service Employment Portal: <http://jobs.albanyny.gov>.