Communications & Public Administration Internship

MARIN COUNTY ADMINISTRATOR'S OFFICE

2016

County Administrator's Office
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- **Please send** a cover letter, resume, writing sample (10 pages max.) and responses to the three supplemental questions, and three references to:

  County of Marin
  Attn: Communications & Public Administration Internship
  3501 Civic Center Drive
  Suite 325
  San Rafael, CA 94903
  or email to
  tsmith@marincounty.org

- **Optional** to submit a graphic design portfolio (see pg. 2)

- **Application deadline**: April 1, 2016 or until position is filled

Position

The Marin County Administrator's Office (CAO) is seeking qualified applicants for a paid six-month to one year communications and public administration internship, with a media production and graphic design focus, to begin as soon as possible. The CAO oversees countywide public communications, works with all 22 County departments in preparing and monitoring the county budget; and supports the legislative function of the Board of Supervisors.

Potential Projects and Assignments

As a regular staff member of the CAO, the intern will utilize creative, technical, and analytical skills to assist on a variety of meaningful projects for the office. The intern will work with the CAO Media Team in producing a wide variety of publications—both in digital, print, and possibly video for public outreach purposes. The intern will also partner with staff from other County departments to provide assistance in designing communications materials. While the intern will mostly be working on communications-related tasks, they may also assist the Management and Budget Division on special projects. Their workload would be approximately 80% communications and 20% budget-related assignments. Possible projects and duties include:

- Creating a Communications Handbook; developing new content and incorporating relevant content from the Social Media Playbook and various communication policies and guidelines
- Designing infographics and other publications for print and the web to aid the CAO and other departments report to the community the work they are doing in an accessible, modern, and reader-friendly way
- Assisting with managing social media accounts, coordinating professional video production, website updates, news releases and community outreach
- Providing assistance in production of budget publications: Proposed Budget Book and Managing for Results program
- Photography at County and community events
- Other projects and duties could include supporting the County's branding initiative, submitting entries for local and national communications awards, and conducting trainings for staff at countywide Public Information Team (PIT) meetings

Qualifications

This entry level position is ideal for an individual with a strong technical and/or graphic design background, as well as a strong interest in local government and public outreach. Applicants must be in the process of finishing or having recently earned an undergraduate or graduate degree in a field of study related to art, design, media relations, or communications. Individuals with a degree in a different field of study, but with a strong background or alternative certification in communications, media, or graphic design are welcome to apply. The ideal candidate will have demonstrated:

- Excellent graphic design and production skills (optional to submit a portfolio – see pg. 2)
- Superior verbal and written communications skills. Experience in presenting and/or public speaking is preferable. Skilled in professional writing is a must
- Knowledge of social media platforms (e.g. Facebook, Twitter, YouTube, etc.) and other online communications tools. Video editing abilities highly desirable
- Capable of proposing innovative and modern ideas and solutions
- Ability to work independently and meet deadlines, often with limited oversight
- Computer proficiency (Microsoft Office, Adobe Suite and/or other graphic design programs such as Sketch)
- Basic knowledge or familiarity with web content management in HTML, CSS

Compensation, Internship Length and Start Date

The successful candidate will receive $20-$25 per hour, depending on experience. The internship will be up to 40 hours per week and will last six months to one year. Applicants currently enrolled in their final semester of undergraduate or graduate programs are invited to apply, and the hours in the first few months of the internship can be flexible to fit the successful candidate's school schedule through the remainder of the 2015-16 academic term. The desired start date for the position is as soon as possible.

Application Process

Please send a cover letter, resume, a writing sample (10 pages max.), and responses to the three supplemental questions and three references to the County of Marin, Attn: Communications and Public Administration Internship, 3501 Civic Center Dr., Suite 325, San Rafael, CA 94903 or email to tsmith@marincounty.org. Applications will be accepted until Friday, April 1, or until position is filled.

You may also include a graphic design portfolio with your application, though one is not required to apply. Sample work can include the following (please submit up to 4):

- Websites
- Infographics
- Posters and other promotional materials
- Reports, publications, or other documents designed
- Flyers/brochures
- Logos, branding work

Supplemental Questions

1. What attracted you to this position and what experience enables you to successfully perform as a communications and public administration? Please include a brief description of your experience with graphic design and/or communications and media-related work.

2. Describe a communication-related project you have worked on that you believe best exemplifies your creative and project management skills.

3. Describe an experience where you served on a team. What elements made your team successful, and what lessons did you learn that improved your teamwork in the future?

Questions

Contact Talia Smith, Management and Budget Analyst at 415.473.4265 or tsmith@marincounty.org