

# RideKC STREETCAR™

**JOB TITLE:** Communications & Marketing Intern

**REPORTS TO:** Kansas City Streetcar Authority Communications & Marketing Director

**TYPE:** Full Time (Summer 2024) Intern

**HOURLY RATE:** \$17.50

## **OVERVIEW:**

The KC Streetcar Authority (KCSA) is a 501C-3 organization responsible for overseeing and supporting the operation, maintenance, marketing, public outreach, and expansion of the KC Streetcar system and is hiring for summer intern positions.

The KC Streetcar Authority (KCSA) is seeking a dynamic and creative individual to join our team as a Communications and Marketing Summer Intern. This is a full-time internship opportunity for an undergraduate student interested in gaining hands-on experience in the field of communications and marketing within the public transportation sector. This position will support daily activities of the existing 2-mile rail transit line in downtown Kansas City, in addition to supporting extensions of the KC Streetcar system.

The Communications & Marketing Intern will work directly with the Communications & Marketing Director to support day-to-day marketing activities of the current system. This position will also support current KC Streetcar extensions to the north to the Riverfront and south to the University of Missouri-Kansas City (UMKC). This position will also support activities related to the KC Streetcar's summer art program, Art in the Loop.

This is an in-person full-time internship for the summer of 2024 for approximately four months. Applicants should expect to work up to 32 hours per week with the potential of evening and weekend work hours. Exact days and hours of the week will be determined at the start of the internship.

## **POTENTIAL DUTIES & RESPONSIBILITIES:**

The following represents anticipated functions of this position. Additional duties or projects may also be assigned.

- Work closely with other KCSA staff as well as with system partners including Herzog Transit (operations contractor), the City of Kansas City (KCMO), the Kansas City Area Transportation Authority (KCATA), Port KC, the FTA, KC Streetcar Constructors, Riverfront Extension construction team, Parson & Associates, and other project partners as needed.

### **Social Media Management:**

- Assist in creating and curating engaging content for KC Streetcar's social media platforms.
- Monitor social media channels, document direct messages and questions, and coordinate responses.
- Collaborate with the team to develop and implement social media campaigns.

### **Website Support:**

- Draft and edit website copy to ensure clear communication of key messages.
- Update website content regularly to keep information current and relevant.

### **Photography and Video Production:**

- Capture high-quality photos and videos during streetcar events and daily operations.
- Assist in the creation of visually appealing content for use on social media platforms.

### **Graphic Design:**

- Utilize graphic design software such as Adobe products and Canva to create visually appealing materials.
- Design promotional materials, infographics, and other visuals to support marketing initiatives.

**Art in the Loop Program:**

- Provide support for Art in the Loop, including assistance with events and social media promotion.
- Capture and document artistic installations for promotional purposes.

**Copywriting:**

- Write compelling copy for the web, email newsletters, and news releases.
- Ensure consistency in messaging across various communication channels.

**Events:**

- Work closely with the KCSA to support various events and initiatives, which may require working after normal business hours and on weekends.

**Customer Service & Documentation:**

- Manage and document customer comments and complaints from online web form, info@kcstreetcar.org email account, social media channels, and phone call.

**MINIMUM QUALIFICATIONS, KNOWLEDGE AND SKILLS REQUIRED:**

Strong social and communication skills are required as the candidate may be asked to communicate with diverse groups, riders, stakeholders, partner agencies, elected officials, and the public. Candidates should be self-motivated, able to manage multiple projects and deadlines, and have a desire for continuous improvement.

- Currently enrolled undergraduate student with a focus on Communications, Marketing, Public Relations, Strategic Communications, Graphic Design, or a related field.
- Candidates should have an interest in public transit, non-profit, and local government.
- Strong knowledge and experience with graphic design tools (Adobe Creative Suite, Canva, etc).
- A strong working knowledge of the Microsoft Office Suite (Word, Excel, PowerPoint) is required.
- Familiarity with social media platforms and content creation.
- Familiarity with WordPress and website content management.
- Excellent written and verbal communication skills.
- Ability to work independently and collaborate effectively within a team.
- Flexibility to work outside normal business hours and on weekends when required.
- Interpersonal skills necessary to develop and maintain effective working relationships.
- Effective verbal and writing communication skills.

**REQUIRED LICENSES OR CERTIFICATIONS:**

None

**WORKING CONDITIONS:**

- This job operates in a professional office environment (located at 600 E. 3rd St, Kansas City, MO), as well as some time in the field along existing and planned streetcar alignments.
- The role routinely uses standard office equipment including computers, phones, copiers, etc.
- Approximately 25-30 hours, Monday – Friday. Exact days and hours of the week will be determined at the start of the internship.
- Travel within the metropolitan area may be required.

- Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.
- Must possess current legal authorization to work in the United States and not require sponsorship now or in the future (i.e., H1-B, F-1, or TN visas or any other non-immigrant status).

**HOW TO APPLY:**

Interested candidates should submit a resumé and cover letter online at [KC Streetcar Summer Internship](#).

Applications will be accepted until [closing date]. For questions, email [info@kcstreetcar.org](mailto:info@kcstreetcar.org)

For more information about the KC Streetcar, visit [www.kcstreetcar.org](http://www.kcstreetcar.org), or find KC Streetcar (@kcstreetcar) on YouTube, Vimeo, X, Facebook, and Instagram.

**EEO STATEMENT:**

The KCSA is an equal opportunity employer.