



December 4, 2017

The Government Training Agency is currently recruiting for the following position:

Title: Intern – Social Media and Marketing

About us: The Southern California Intergovernmental Training and Development Center (ITDC) operates under the name of Government Training Agency (GTA) and is often referred to as the San Diego Regional Training Center (RTC). The GTA is a governmental agency created in 1972 via a Joint Powers Agreement, and today, its member agencies are comprised of all eighteen cities within the County of San Diego and the County of San Diego. The GTA was created to provide high quality training and organization development consulting services to public agencies at a reasonable cost and to assist the parties of the agreement in their efforts to develop and implement employee training programs, including the holding of seminars, training institutes and other education courses. The GTA is self-supporting, deriving its revenue from grants and from payments for services rendered to its member parties and other participating agencies.

Description: The Intern is responsible for working with and assisting all other GTA staff on current projects, providing support where needed in the presentation of local government training programs, public service contracts and law enforcement training programs. This position may be tasked with independent projects under the direction of other GTA staff.

Status: Non-Exempt

Hours: Up to 20 hours per week

Compensation hiring range: No Compensation for this position

Benefits: None

Retirement Program: None

Anticipated Start Date: January 2018

THE IDEAL CANDIDATE:

The ideal candidate will possess a strong work ethic, be aware of local government training strategies and be willing to work on multiple programs concurrently. They will be able to successfully shift from one project to another on a daily basis without losing effectiveness. Knowledge of and ability to work with social media platforms for marketing purposes is essential.

In addition the ideal candidate will:

- Be results orientated with a strong willingness to learn;
- Practice a customer-centric approach;
- Demonstrate effective oral and written communication skills;
- Be a critical thinker who anticipates needs and trends within the organization;
- Actively seek opportunities to improve the status quo;
- Be motivated to perform above and beyond the minimum requirements of the position;
- Follow through on commitments;
- Demonstrate strong teamwork and collaboration skills;
- Seek to understand perspectives and needs of others;
- Carefully consider implications and impacts of decisions across time and on others;
- Demonstrate an understanding of multiple stakeholder needs;
- View politics as necessary and useful but be apolitical;

EDUCATION AND EXPERIENCE:

Currently enrolled in an accredited University working on an undergraduate or graduate degree.

Other Duties:

Other duties and functions of the job may include, but are not limited to:

- Work with Training Manager to manage GTA's social media accounts;
- Update, contribute, and manage GTA's email database;
- Work with electronic marketing software to maximize GTA's social media footprint;
- Work with a team to create new and innovative ways to market government training programs and increase the size of GTA's social media footprint;
- Preparing, processing, filing, and distributing training documents and related materials;
- Assisting other staff in the preparation and distribution of training records, training materials and other office needs;

- Handling requests for training information and working with management to determine appropriateness of its release;
- Preparing and reviewing correspondence;
- Providing responsive, high quality service to other GTA employees, contractors, representatives of outside agencies and members of the public by providing accurate, complete and up-to-date information, in a courteous, efficient and timely manner;
- Assisting with training events and scheduling;
- Receiving and tracking student registrations at the GTA;
- Working with other staff members to further the mission of the GTA;
- Providing basic information and referrals for clients;
- Using computers to enter and retrieve information and maintain records of transactions; and
- Performing other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES

Some general knowledge of:

- General clerical office practice and procedures;
- English usage of a business and legal nature;
- Good understanding of Microsoft Word and Excel;
- The operation and uses of general office equipment including computers, word processing systems, copiers and calculators;
- Computerized data and record keeping systems;
- Good customer service objectives and strategies;
- Telephone, office, and on-line etiquette;
- Social media systems and software; and
- Current technology and trends as it relates to marketing.

Skills and Abilities to:

- Effectively communicate in oral and written forms;
- Maintain proper filing systems;
- Prepare a variety of reports and records;
- Complete assignments with a high degree of accuracy;
- Use tact and courtesy in dealing with coworkers, city and county government workers, law enforcement officers and the general public;
- Exercise appropriate judgment in answering questions and releasing information;
- Analyze and project consequences of decisions and/or recommendations;
- Communicate effectively with a variety of individuals representing diverse cultures and backgrounds; and
- Function calmly in situations which require a high degree of sensitivity, tact and diplomacy.

Intern Benefits

At the end of their work at GTA, the Intern will:

- Be able to utilize software that is beneficial in a marketing career such as Constant Contact;

- Understand new ways to reach out/contact potential customers;
- Be knowledgeable on what steps one must take to maintain a relationship with current/past customers;
- Have a firm grasp on how to interact with other professionals;
- Be comfortable with working in an office setting; and
- Will gain valuable marketing experience for their future career goals.

REQUIRED LICENSES, CERTIFICATIONS OR REGISTRATIONS

License

A valid California Class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment, or the ability to arrange necessary and timely transportation for field travel.

SPECIAL NOTES

Working Conditions

Incumbents work in an office environment and are exposed to computer screens.

Essential Physical Characteristics:

The physical characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable an individual with a qualified disability to perform the essential functions of a job, on a case-by-case basis.

Frequent sitting in an office environment is required along with: repetitive use of hands, including simple grasping and fine manipulation; walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, kneeling, power grasping, pushing, pulling, reaching above and below shoulder level, and lifting and carrying of files.

Background Investigation

Must have a reputation for honesty and trustworthiness. Prior to hiring, candidates will be subject to a background investigation and drug testing.

PROBATIONARY PERIOD AND CLASS HISTORY

The person hired for this position shall serve in an "at-will" employment status.

Email Cover Letter and Resume to:

Marisa McCullough, HR, MMcCullough@sdrtc.com [Please indicate "Intern Position" in the subject line of the email]

DEADLINE: until filled