



## MARKETING INTERNSHIP OPPORTUNITY Spring 2012

The Niagara Frontier Transportation Authority is a public transportation organization serving Erie and Niagara counties. The NFTA owns and operates the Metro Bus and Rail system, the Buffalo Niagara International Airport, and the Niagara Falls International Airport.

Under the Surface Transportation umbrella, the Marketing Internship position is offered to college students seeking to gain knowledge and experience in the field of marketing. This position is responsible for assisting in executing tasks in line with Metro's marketing plan in order to promote growth and support Metro bus and rail ridership.

**Work Location:** – Metropolitan Transportation Center, 181 Ellicott Street, Buffalo

**Duties:** Assist with tasks associated with campaign development, project management, event promotion, creation of print advertisements and collateral pieces, market research, survey administration and data. Additional responsibilities include proofreading and editing website information, database management, direct mailings and literature fulfillment, phone calling and other duties as assigned.

**Qualifications:** Actively pursuing Bachelor's degree in Marketing, Communications, or related business field. A high degree of organization and self-motivation is necessary. Must have the ability to conduct solid research, prioritize projects and multi-task. Good verbal and written communication skills are essential. Previous experience in advertising, marketing or public relations helpful, but not required. Familiarity with Social Media marketing, Survey Monkey and Photoshop helpful. Possible attendance at some transit-related marketing events; valid driver's license required.

|                          |   |
|--------------------------|---|
| <b>Internship Dates:</b> | Spring - January 16 through May 4, 2012               |
| <b>Compensation:</b>     | College Credit (3–5 credit hours w/ college approval) |
| <b>Hours:</b>            | 12-24   |
| <b>Days:</b>             | TBD *   |

**To Apply:** Send the following:

- Resume with cover letter including related experience. \*To be considered, candidates must submit work availability Monday through Friday between the hours of 8:00 a.m. – 4:00 p.m.
- Please provide, at a minimum, two academic/professional references (Name, email and/or phone number)
- Completed employment application available at [www.nfta.com](http://www.nfta.com) to:  
Karen Novo, Human Resources Director  
NFTA-Metro - 181 Ellicott Street, Buffalo, NY 14203  
or email to: [Karen\\_Novo@nfta.com](mailto:Karen_Novo@nfta.com) cc: [Lisa\\_Piecki@nfta.com](mailto:Lisa_Piecki@nfta.com)  
**Deadline Date:** November 26, 2011