



POSITION DESCRIPTION: Video/Digital Media Intern/Associate			
REPORTS TO: Executive Director			
TYPE OF POSITION:	Communications / Outreach	10-20 hours/week for at least 4 months	Compensation: \$12-15/hr, bus passes, nonprofit advocacy training, and potentially course credit
GENERAL DESCRIPTION			
<p>Transportation Riders United (TRU) is Detroit’s leading nonprofit organization dedicated to improving public transit and other affordable sustainable mobility options throughout the metro Detroit region.</p> <p>TRU is seeking a hardworking individual experienced in producing compelling short form videos and managing live broadcasts to be part of the team that is growing the movement for more and better public transit. Note - College enrollment is not required.</p> <p>The Digital Media Intern will work with the Executive Director and Design Specialist to plan, prepare, edit, and share a variety of short-form videos that build understanding of and support for transit investments and will support video production during Zoom and hybrid events. Most work may be done virtually, with occasional in-person events in Detroit. Minimal pay supplemented by excellent learning opportunities.</p>			
PRIMARY RESPONSIBILITIES			
<ul style="list-style-type: none"> ● Assist the Executive Director in developing communications and social media strategies to build support for investments in public transit among diverse targeted populations throughout southeast Michigan and encourage people to take action ● Review archived video content to develop a library of useful video clips and b-roll ● Develop, edit, and share attractive compelling video content, including myth busting, transit impact stories, event recaps, quotes from public officials, and more ● Post, promote, and build engagement for TRU’s website, Facebook, YouTube, Instagram, and X/Twitter accounts; potentially launch new TikTok or other social media accounts as needed ● Recommend strategies for effectively utilizing Google Ads and Facebook Ads to enhance outreach ● Develop, edit, and post online a series of brief, compelling videos in partnership with Community Engagement interns and community stakeholders ● Produce analytical reports measuring impact of online initiatives and recommend improvements ● Participate in internal (TRU) and external (coalition) planning and strategy meetings as requested. ● Other responsibilities may be assigned by the Executive Director or Assistant Director as needed. 			

REQUIRED SKILLS AND ABILITIES

- Excellent communication skills; ability to produce clear, compelling online materials
- Strong video editing skills and experience
- Experience posting on and engaging with multiple social media platforms
- Experience with Google suites
- Ability to work both independently and cooperatively in groups
- Good time management and project management skills. Able to effectively organize and prioritize workload, reliably meet deadlines and goals and pro-actively communicate progress and problems
- Good problem solving and troubleshooting skills

DESIRED SKILLS AND ABILITIES

- Demonstrated experience in persuasive video production
- Public relations, media, or digital communications experience
- Experience developing and managing Google Ads, Facebook Ads, and social media analytics
- Experience with social change advocacy and/or community engagement in metro Detroit
- Familiarity with public transit providers, plans and projects in southeast Michigan

EDUCATION REQUIREMENTS

- High school diploma or equivalent

TO APPLY, submit a resume, cover letter, and at least two examples of your own video production work to Megan Owens at Info@DetroitTransit.org with **“Digital Media Application”** in the subject. Resumes received by November 15 will receive priority consideration.

References and background check may also be requested.

Posted: 10/24/2024

Close: 12/31/2024