

Aviation Mass Communication Intern

The Department of Transportation and Development (DOTD) Aviation Division is looking to employ one student intern in mass communications and/or public relations. This opportunity will provide practical experience through employment in public sector transportation aviation work. The position is located in Baton Rouge at 1201 Capitol Access Rd. (near the Governor Mansion).

Job Duties

Assist the Aviation Director and Public Relations Director in developing and conducting customer service activities in a manner that reflects positively on the Office of Multimodal Commerce and the Aviation Division. Activities involve a wide variety of ongoing and planned Division programs and projects, including the Airport Construction and Development Program, Aviation Newsletter, Unmanned Aerial Systems Pilot Program, Aviation and Multimodal Commerce Website Development, Develop brochures/campaigns/fact sheets, and major airport projects with statewide impact. Assists with social messaging using Facebook, Twitter and other forms for social media.

Researches, develops and produces public relations campaigns/programs for both ongoing and new programs (including major construction, maintenance or airport improvement programs.) Creates public awareness and maintain positive relationships with local media by interacting through the Public Relations office. May coordinate spokesperson duties with Public Relations Director as assigned. Prepares timely news releases, fact sheets, media advisories, brochures, posters, articles, public service announcements, newsletters, etc., to inform and regularly update the public on various projects; determines points of distribution and target audiences. Coordinates publicity for special projects/events of statewide interest such as aviation safety, strategic planning, agency performance indicators, customer surveys, etc.

Internally, intern interacts directly with executive-level officials as well as field technical and planning personnel. Externally, intern interacts with local and state public officials as well as members of the general public on Aviation and Multimodal Commerce project information in a format that is both meaningful to and easily understood by the general public.

Requirements:

Must be classified as a full-time undergraduate junior or senior in a mass communication or public relations program.

Must have a 2.5 GPA or higher (on a 4.0 scale)

Must have a valid Louisiana Drivers License and have an acceptable ODR (Official Drivers Record)

Must be a U. S. Citizen or Permanent Resident (have permanent work authorization).

Rate of Pay/Work Hours

The selected students will be paid accordingly; senior \$11.62/hr. and junior \$10.46. The student must work a full-time (40 hour work week).

Start/End Date:

The selected students must be able to complete a twelve (12) – fifteen (15) week program with work beginning in **May 20, 2017, and continue until completion in August, 2017.**

Deadline to apply: Wednesday, April 19, 2017

Mail resume and Student Employment Application to LA DOTD Aviation Division, PO Box 94245, Baton Rouge, LA 70804-9245, or apply using the LA Career website at www.jobs.la.gov or send via email to brad.brandt@la.gov