



Niagara Frontier Transportation Authority

MARKETING & COMMUNICATIONS CREDIT-BEARING INTERNSHIP OPPORTUNITY

The Niagara Frontier Transportation Authority (NFTA) is a public authority serving Erie and Niagara counties. The NFTA employs 1,500 individuals and owns and operates the Metro Bus and Rail System, the Buffalo Niagara International Airport, the Niagara Falls International Airport and the Boat Harbor.

The purpose of the Marketing and Communications Internship Program at the NFTA is to provide qualified students with practical and valuable project-based learning experiences within their related field of study. All tasks completed within the internship program are aligned with the program's guidelines and fall under the overall objectives of NFTA's annual marketing plan.

DETAILS:

Internship Dates:	Fall, Spring and Summer Semesters
Compensation:	College Credit (3–5 credit hours w/ college approval)
Hours Per Week:	16–24
Days:	TBD, based on availability*
Office Location:	Metropolitan Transportation Center, 181 Ellicott Street, Buffalo

Duties: Student interns will assist with tasks associated with campaign development, project management, event planning and promotion, public outreach and customer relations, creation of print advertisements and collateral pieces, market research, survey administration and data analysis. Additional responsibilities include some phone calling, literature fulfillment and other duties as assigned.

Qualifications: Candidates must be at least 18 years of age and actively pursuing a degree in Marketing, Communications, Public Relations or related business field. A high level of organization and self-motivation is necessary. Good verbal and written communication skills are essential. This internship may require attendance at some transit-related marketing events; valid driver's license is helpful. Position may require lifting or carrying some promotional materials.

To apply for the internship please send the following:

- Resume with cover letter including related experience
**Candidates must submit work availability.*
- Please provide, at a minimum, two academic/professional references (Name, email and/or phone number)
- Completed employment application available at www.nfta.com to:

Karen Novo, Human Resources Director
Niagara Frontier Transportation Authority, 181 Ellicott Street, Buffalo, NY 14203
or email to: Karen_Novo@nfta.com cc: Lisa_Piecki@nfta.com