



MARKETING INTERN (PAID) Syracuse Hancock International Airport Syracuse, NY

Overview of Position and Essential Functions

Syracuse Regional Airport Authority, operator of the Syracuse Hancock International Airport, is seeking a driven, hard-working, and enthusiastic student for a paid **Marketing Internship** for the summer of 2018. This position is responsible for performing a variety of tasks associated with executing promotional programs for the Airport, including advertising and marketing, under the direction of the Marketing Coordinator. A complete job description with essential functions can be found below.

The ideal candidate is proficient in InDesign, Acrobat, Photoshop, and other standard design programs; has a professional work ethic and appearance, with a courteous and personable demeanor. The Authority is specifically seeking someone with organizational and project management skills, and excellent verbal/written communication skills. A student with an interest in Aviation is preferred.

Minimum Qualifications

Third or fourth year undergraduate student in Marketing, Communications, or Public Relations, with the ability to work at least 20 hours per week for up to 12 weeks during the summer semester (May – August). Must be able to pass a security clearance background check.

Salary and Benefits

The Marketing Intern is a temporary position. Rate of pay is \$15/hour. There are no fringe benefits. Paid interns will be covered under any statutory benefits required by law.

Application Instructions

In order to be considered for this opportunity, please submit a resume and cover letter via email (PDF or Word) to:

Debi Marshall
Human Resources Manager
Syracuse Regional Airport Authority
1000 Col. Eileen Collins Blvd.
Syracuse, NY 13212
MarshallD@syraairport.org

Application Deadline: February 9, 2018

****The Syracuse Regional Airport Authority is an Equal Opportunity Employer****

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MARKETING INTERN (SRAA)

OVERVIEW

The work involves the responsibility for performing a variety of tasks associated with executing promotional programs for the Airport, including advertising and marketing, under the direction of the Marketing Coordinator.

TYPICAL WORK ACTIVITIES

- Assists Marketing Coordinator to develop marketing program detailing objectives, strategies, programs, and budgets, specifically in the following areas:
 - Event planning management
 - Passenger Enhancement Program management
 - SYR Fly Guide volunteer program management
 - Social Media communication and marketing, targeting current and new audiences
 - Special projects as required
- Create signage, newsletters/publications, email campaigns, online promotions, etc.
- Assist with trade shows and special events to promote Airport and increase attendance
- Research and analyze competitor marketing and sales materials
- Collaborate on team presentations for management and clients

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS

- Proficient in InDesign, Acrobat, Photoshop, and other standard design programs
- Ability to establish and maintain a harmonious working relationship with Federal Aviation, Administration officials, employees of the organization and department, the carriers, and general public
- Professional work ethic and appearance
- Courteous and personable demeanor
- Organizational and project management skills
- Ability to maintain confidentiality
- Ability to communicate in English fluently
- Ability to read and write in the English language
- Interest in Aviation preferred
- Ability to work a flexible schedule during standard work hours (8am – 4pm)
- Available at least 20 hours per week for up to 12 weeks during the summer semester, or up to 6 weeks during the winter semester
- Able to perform the physical requirements of the position, which include being stationary and moving both inside the terminal, concourse, and at events outside the Airport and at other locations, some which may include exposure to outside weather conditions

MINIMUM QUALIFICATIONS

Third or fourth year undergraduate student in Marketing, Communications, or Public Relations.

Must be able to pass a security clearance background check.

Date Revised 12/8/17