

goDCgo Marketing and Communications Intern

The marketing agency of record for [Capital Bikeshare](#) is the Destination Sales and Marketing Group, Ltd. (DS&MG), a business services company that operates and manages [Arlington Transportation Partners](#), [BikeArlington](#), [Mobility Lab](#), [WalkArlington](#) and [goDCgo](#) as part of a dynamic and innovative regional Transportation Demand Management (TDM) program for Arlington County Commuter Services (ACCS) and the District Department of Transportation (DDOT).

Reporting to the goDCgo Program Director, the **goDCgo Marketing and Communications Intern** will directly support the goDCgo program marketing and communications staff in a variety of digital, social media and program-specific initiatives. Candidate must have both excellent written and oral communication skills with a desire to work in a team environment. Writing samples will be requested upon interview.

Duties and Responsibilities:

The selected candidate will gain hands-on marketing experience in a fast-paced consulting agency promoting transportation options for local government clients. Projects may include but are not limited to:

- Support the development of marketing materials about goDCgo (Employer and Residential Services) or its managed brands (Capital Bikeshare and DC Circulator).
- Track relevant media coverage of all goDCgo brands and general transportation demand management subject matter.
- Staffing and promotional support for events (press conferences, trade shows, festivals, etc).
- Create copy and visual content for newsletters, website, blogs and social media.
- Analyze customer inquiries and comments by phone and email and facilitate timely, brand aligned responses.
- Assist in building client-ready presentations and reports.
- Support the team in building community partnerships to raise brand awareness.
- Shadow team members on large projects that may include media buying, research studies, website redesign, planning and/or staffing major events.
- Contribute to other special programs and projects to support the goDCgo program as needed.

Required Qualifications and Skills

- Current undergraduate or graduate student interested in marketing, communications, public affairs or public policy/political science.
- Excellent interpersonal, organizational and administrative skills.
- Commitment to awareness of current events especially as they relate to public transportation and Washington, DC.
- Strong writing and research skills required, with working knowledge of AP Style.
- Experience with Microsoft Office required.
- Experience with social media including Facebook, Twitter, Instagram and Storify preferred.
- Strong ability to be flexible and prioritize multiple projects with autonomy.
- Ability to show initiative and to meet or exceed deadlines.
- WordPress experience is preferred.
- Interest in public transportation, biking or sustainability a plus.

Interested candidates should submit a thoughtful cover letter and resume along with a link to your online portfolio to info@godcgo.com.