



## Marketing and Communications Internship

### **Airport Background**

Central Illinois Regional Airport (CIRA) offers air service on four airlines to nine destinations. Delta Air Lines provides nonstop service to Atlanta, Georgia and Detroit, Michigan with connections to hundreds of destinations throughout the world. American Airlines offers service to its hubs at Chicago O'Hare and Dallas-Ft. Worth with global connecting opportunities. Allegiant has nonstop service to Orlando/Sanford, Tampa/St. Petersburg and seasonal to Destin/Ft. Walton Beach. Frontier Airlines offers seasonal nonstop service to Denver, Orlando International Airport and Tampa International Airport. Combined these airlines serve business and leisure passengers from throughout central Illinois. Free parking is available for passengers and guests of the airport.

CIRA is operated by the Bloomington Normal Airport Authority, a Board of Commissioners appointed by the Town of Normal, City of Bloomington and County of McLean. An administrative, maintenance, operations and custodial staff manage and maintain the airport. The terminal building and administrative offices are located at 3201 CIRA Drive, Bloomington, Illinois.

### **Intern Hours and Compensation**

CIRA seeks a marketing and communications intern available to work 15 hours per week for spring semester 2023. The position would be available for a start date of January 9 through May 5, 2023. Dates are flexible. Interested applicants must be able to fulfill the bulk of their hours Monday- Friday between 8:00 a.m. and 5:00 p.m. Hours needed to be worked for special events outside of normal work hours will be incorporated into the weekly hourly commitment. This is a paid internship starting at \$13.00 per hour; subject to increase with minimum wage requirements. No medical, dental, vision, or life insurance is provided. No vacation, personal, or sick leave is provided.

The Marketing and Communications intern will work closely with the Deputy Director of Marketing. Duties will include:

- Social Media Management – Assist in developing and implementing a social media strategy and calendar for the airport’s four social media accounts – Facebook, Instagram, Twitter and LinkedIn. Monitor and post on social networks. Research and incorporate new social media platforms such as an airport blog, Snapchat, Tik Tok or others.
- Assist with data gathering and analysis of social media campaigns, website, and other digital tools.
- Events Planning and Coordination- Planning and developing an event calendar for the airport’s participation as a community asset and to promote the airport. This may include Chamber of Commerce events, trade shows, in terminal and on airport events, promotional events with community partners, coordination of airport tours.
- Update the CIRA.com website.
- Assist with communications in Public/Media Relations, writing of press releases/newsletters.
- Assist with presentation materials for airline/air service meetings. This includes research on central Illinois demographics, organizations, business and leisure travelers, and the design of PowerPoint or other presentation materials.
- Assist with promotional campaigns and coordination with CIRA’s marketing consultants on advertising campaigns.
- Perform a range of marketing and communications related tasks in support of the airport’s marketing and communications program.
- May perform other duties as assigned.

**Requirements:**

The following requirements list the education and skill sets necessary to qualify for this job.

- Must be currently enrolled in school in third year (or above) undergraduate program from an accredited college or university in Marketing, Communications or Advertising major.
- Strong verbal and written communication skills
- Extensive knowledge of social media
- Ability to take direction and multi-task
- PowerPoint, Word, and Excel experience
- Graphic Design experience a plus, including working with Adobe Illustrator, Canva or other graphic design programs
- Creative and strategic thinker
- Willingness to learn the aviation industry and apply marketing principles to enhance CIRA’s passenger traffic and public image.
- Ability to maintain high level of professionalism and confidentiality

**Benefits to Intern:**

- Practical experience with social media campaigns, advertising campaigns and public/media relations activities
- Flexible schedule
- Opportunity to participate in networking events and meetings

- Opportunity to explore and learn an exciting industry with unique marketing and communications challenges

To apply, please send resume and cover letter to Fran Strebing, Deputy Director of Marketing at [fran@cira.com](mailto:fran@cira.com).

For more information on Central Illinois Regional Airport, visit [www.cira.com](http://www.cira.com), Facebook page at [www.facebook.com/FyCIRA](https://www.facebook.com/FyCIRA), Twitter (@FlyCIRA), Instagram (flycira) and LinkedIn (CIRA: CENTRAL ILLINOIS Regional Airport at Bloomington-Normal).