



Town of Colma Management Analyst Intern

Job Description

FLSA Status: Non-Exempt
Adopted: February 2020

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

GENERAL DEFINITION

This internship provides an excellent opportunity for an individual interested in **Public Administration** to enhance their **administrative and analytical** knowledge, skills, and abilities. Through mentorship and under general supervision, the incumbent will be responsible to complete specific projects and a variety of on-going assignments to help develop their knowledge and skills.

DISTINGUISHING CHARACTERISTICS

This is a training opportunity position reporting to an assigned Department.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the City Manager or his/her designee.

EXAMPLES OF DUTIES AND RESPONSIBILITIES

Duties may include, but are not limited to, the following:

- Maintain records/document management system.
- Conduct public outreach/media (i.e. tax initiative).
- Conduct research/study on technology enhancing.
- Assist in the development and coordination of marketing and branding.
- Perform data analysis.
- Create various electronic forms.
- Create templates for reporting purposes.
- Coordinate projects across departments within the organization.

MINIMUM QUALIFICATIONS

Any combination of experience and training that would likely provide the required knowledge and abilities are qualifying. A typical way to obtain the knowledge and abilities would be:

Education, Training & Experience

Enrollment in a bachelor's or Master's degree program with demonstrated interest/experience in communications, marketing, international relations and community engagement or closely related academic program.

LICENSES, CERTIFICATES, REGISTRATION

Possession of a valid California Driver's License may be required.

Knowledge of:

- Social media platforms including Town Hall, Facebook, Twitter, Instagram, Nextdoor, LinkedIn and other tools.
- Social media management and analytics tools and web content development.
- Research and related reporting strategies.
- Desktop software such as Microsoft Word, Excel, PowerPoint and Publisher.
- Familiarity with email marketing tools.
- Adobe Creative Suite.
- Records management principles and practices.
- Computer applications related to the work.
- Project management, policy analysis principles, program/policy evaluation or organizational development.

Ability to:

- Communicate effectively, orally and in writing, and work cooperatively with Town staff.
- Plan, develop, review and complete projects in a timely manner.
- Interpret and apply administrative and departmental policies and procedures.
- Ability to work independently with minimal guidance.
- Creative and detail oriented.
- Ability to perform in-depth research on a given topic and provide recommendations.
- Ability to think critically, analyze data, and present logical conclusions or reports based on available information.
- Establish and maintain effective working relationships with those contacted in the course of work.

SPECIAL REQUIREMENTS

These functions may be performed with or without reasonable accommodation:

- Speak clearly and understandably.
- Review reports and correspondence quickly and accurately.
- Use dexterity and vision necessary to operate computer equipment with a high degree of productivity.
- Intermittently twist to reach equipment in their work area.
- Operate basic office equipment (i.e. telephone, copier, calculator, etc.).
- Attend and participate in evening meetings as assigned.
- On a continuous basis, must sit at a desk and in meetings for long periods of time.
- Perform all duties listed on the job description except those determined to be incidental.