



SAN RAFAEL

THE CITY WITH A MISSION

COMMUNICATIONS INTERN
Digital Services and Open Government Department
Paraprofessional Temp
Part-Time/Temporary (up to 30 hours per week)
\$21.20 - \$32.89 per hour
(salary dependent upon experience/qualifications)
No Benefits Available

APPLICATION DEADLINE: June 1, 2025 – Applications will be reviewed on a rolling basis, apply early!

The City of San Rafael is seeking a motivated and civic-minded Communications Intern to support equitable engagement through the City's external communications, digital content, and public engagement initiatives. This temporary, part-time role is ideal for individuals interested in learning more about local government and public communications. This is a part-time/temporary position, limited to 1,000 hours worked within a fiscal year (July 1 through June 30) that receives no City benefits. This position will work for up to 29 hours per week (days/hours may vary).

THE CITY is focused on enhancing our community members' quality of life through well-designed services and a positive workplace culture. San Rafael is the economic and cultural heart of Marin County, and its high quality of life is centered on its commercial districts, engaged neighborhoods, active lifestyle, and natural environment. San Rafael (population 61,000) is a full-service city with a city council/city manager form of government with 12 departments, more than 400 employees, and an annual budget of \$120 million. The City's vision is to be a vibrant economic and cultural center reflective of its diversity. The City Council is engaged and seeks to strengthen the urban and commercial areas as well as sustain the beautiful natural environment.

San Rafael's Organizational culture framework is an initiative called ["Together San Rafael."](#) City employees are our greatest asset, and we seek talented individuals with diverse backgrounds who are creative, curious, and excited about a challenge. We are a results-driven team focused on the needs of community members. The [Together San Rafael initiative is focused](#) on modernizing City services and increasing the engagement of employees. This initiative recognizes the interconnectedness of the customer and employee experience.

Under the direction of the Civic Engagement Manager, the Intern will assist with day-to-day communications tasks such as social media content creation, newsletter writing, website updates, and public information campaigns. This is an exciting opportunity to gain hands-on experience and contribute to real-time public service storytelling and information sharing.

ESSENTIAL DUTIES AND RESPONSIBILITIES (may include but are not limited to the following):

- Assist in designing, writing, and editing content for a variety of communications platforms including websites, social media, e-newsletters, flyers, presentations, and press materials.
- Help document City programs and events through photography, videography, and brief interviews.
- Support the development and scheduling of social media content across platforms like Facebook, Instagram, and Nextdoor.
- Help maintain and update the City's website and digital newsletters.
- Contribute to internal content calendars and project trackers.
- Participate in community outreach efforts, including tabling at events, supporting public meetings, and gathering community feedback.
- Track analytics and metrics from newsletters, social media platforms, and web traffic; monitor media coverage and social media engagement; compile analytics reports to inform communication strategies.
- Support translation coordination and multilingual content production if bilingual (Spanish-English) skills are present.

IDEAL CANDIDATE:

The ideal candidate is detail-oriented, curious about public service, a strong communicator, and excited to learn in a hands-on environment. They are a self-starter who can write clearly and adapt to a range of topics and formats.

KNOWLEDGE/SKILLS/ABILITIES:

- Basic principles and practices of public communications, social media management, and/or media relations.
- Writing and editing for clarity, style, and grammar.
- Social media platforms, email marketing tools, and content management systems (e.g., WordPress, Mailchimp).
- Basic graphic design tools (e.g., Canva, Adobe Creative Suite) and video editing platforms (preferred).
- Cultural competency and sensitivity in engaging diverse communities.
- Highly preferred: fluent, professional-level Spanish and English (both written and spoken).

MINIMUM QUALIFICATIONS DESIRED:

- Fluency in English and Spanish (written and verbal) is highly desired.
- At least 1 year of experience in communications, public-engagement, media, or related work (internships included).
- OR currently enrolled in or recently completed a degree or certificate program in communications, journalism, graphic design, public relations, public administration, or a related field.
- Proficiency with Microsoft Office Suite, Canva, and social media platforms.

WORK SCHEDULE:

- This is a hybrid, temporary position limited to a maximum of 1,000 hours per fiscal year (July 1 thru June 30).
- Part-time up to 30 hours per week. Flexible scheduling is available, with occasional evening or weekend hours required for community events.

APPLICATION AND SELECTION PROCESS:

City of San Rafael application is required. Resumes do not substitute for the city application. Candidates should detail related education and experience on the application. The examination process may include the following application appraisal and oral board interview examination. The passing point for the oral board examination final score will be 70%. Note: Prior to appointment, the candidate may be required to pass a background check/fingerprinting and clear DMV record. To file an application, go to: www.calopps.org. Select "Member Agencies". Select "San Rafael". Follow this link to apply via CalOpps: <https://www.calopps.org/san-rafael/job-20624066>

For more information about the City of San Rafael, please visit www.cityofsanrafael.org

REASONABLE ACCOMMODATION: The City of San Rafael will make reasonable accommodations in the exam process to accommodate disabled applicants. If you have a disability for which you require accommodation, please contact us at (415) 485-3474 before the test date. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this position. Such accommodation must be requested by the applicant.