

The Ray

“Suggest-a-Tech” Collaborative Expansion Program (Communication Intern)

Project Lead(s):

Meredith Stinson, Director of Communications, The Ray

Project Work Location:

1180 West Peachtree Street NWS, Suite 1975, Atlanta, GA 30309 (Position will be hybrid – remote and in person. All staff and interns must be fully vaccinated to be eligible for in-person office work)

Project Description:

As a nonprofit on the cutting edge of innovation, The Ray receives many submissions and inquiries from startup companies. Technologists and entrepreneurs who would like to see their product on the Ray Highway. The website for the Ray – www.TheRay.org – allows such technologists to suggest a technology, and to post public or private questions via “Ask The Ray.” Through these portals, people can interact directly with The Ray.

To properly promote the “Suggest-a-Tech” program and increase The Ray’s following, the ideal candidate will assist the Director of Communications with the development of communications strategies and share the success stories of the program with The Ray’s audiences. Through the “Suggest-a-Tech” program, the communications intern will:

- Support The Ray’s social media and external communications strategy alongside the Director of Communications
- Create graphic design and video content to support the program strategy
- Draft and edit writing projects, including pitches. Memos, and blog posts
- Assist in the media pitching of the “Suggest-a-Tech” blog
- Research relevant reporters and media contacts on the transportation, technology, or innovation beats for potential pitches

Project Learning Goals:

- Develop communications deliverables for program promotion and media pitching
- Gain a better understanding of how to communicate complex technical issues to both general and technical audiences
- Sharpen social media and digital marketing skills

- Expand the success of the Ray’s “Suggest-a-Tech” program through a collaboration of social media, digital marketing, and communications promotion

Top Desired Intern Skills:

Experience in social media content creation and digital marketing

Strong written communication skills, including storytelling and long-form narratives

Graphic design and video production skills

Detail-oriented and motivated self-starter

Experience and access to Adobe Creative Cloud (preferred)

Intern Deliverables:

- Blog post for The Ray’s “Suggest-a-Tech” program
- Social media content creation focusing on the promotion of “Suggest-a-Tech” and “Ak The Ray”
- Final presentation to The Ray’s staff and board members of recommendations for a future communications strategy of the program