



**APPRENTICESHIP OFFERED**  
**NC-Department of Transportation-Division of Public Transportation**

GoTriangle, the regional public transportation organization for Wake, Durham, and Orange counties has an opportunity in partnership with the North Carolina Department of Transportation Apprenticeship Program. The Public Transportation Division (NCDOT-PTD), gives work experience and learning opportunities to individuals who **recently earned undergraduate degrees** and have the desire to work in the field of public transportation management. The program provides exposure to all aspects of a transit system and allows apprentices to gain experience in managing public transportation operations. The Apprenticeship Program also helps to develop a pool of qualified workers for the future of the state's public transportation industry.

**Responsibilities include (but not limited to):**

- Apprentices participate in all aspects of public transportation services and may spend time observing the general manager and the governing or advisory board as they carry out management and policy duties. Apprentices may also participate in other duties such as customer database maintenance, collecting service quality surveys, collecting and analyzing service data (i.e., ridership, revenue, hours and miles, marketing effectiveness), and making revenue and expense estimates for the system's short-range transportation plan. Individual activities for the apprentice will vary with each sponsor transportation system.
- Apprentices are required to complete independent research or a special project. The transportation system and the apprentice, based on the specific needs of the system and the abilities of the apprentice, determine special projects.

**Job Description – Specific to GoTriangle**

Apprentice will be responsible for assisting in the overall marketing efforts with an emphasis on graphic design and website management (html knowledge not necessary). These activities would include but not be limited to:

- Weekly updates of GoTriangle website (html knowledge not necessary)
- Assist in coordination of design and production of print and digital pieces
- Brainstorm and develop ideas for creating marketing campaigns
- Provide backup for outreach activities
- Liaise with internal departments as well as external partners regarding campaigns and web updates
- Assist in analyzing marketing campaign effectiveness
- Undertake additional tasks as assigned

**Minimum Requirements:**

The qualified applicant will have recently earned an undergraduate degree in advertising, public administration, business administration, marketing, graphic arts, English/journalism, computer science or design. Knowledge of Drupal or similar CMS platforms and or experience with adobe creative cloud/suite requested.

This is a 12 month paid (dependent on experience) apprenticeship with a work schedule of Monday-Friday consisting of 25-29 hours per week.

Interested candidates can email resume/cover letter to [jobs@GoTriangle.org](mailto:jobs@GoTriangle.org).