**CITT Communications Paid Internship**



**About CITT:**

The [Center for International Trade & Transportation](https://www.cpie.csulb.edu/center-for-international-trade-and-transportation) (CITT) is a think-and-do tank based in the College of Professional and International Education (CPIE) dedicated to delivering innovative workforce-centric [research](https://www.cpie.csulb.edu/center-for-international-trade-and-transportation#/research/recent-citt-research) in the goods movement industry and applying it in curriculum across the educational spectrum. The Center shares its subject matter expertise in outreach programs including [educational forums](https://www.cpie.csulb.edu/center-for-international-trade-and-transportation#/events) (e.g. the State of the Trade and Transportation Industry Town Hall), research conferences (e.g. the International Urban Freight Conference), and media-based efforts including webinars and [digital newsletters](https://www.cpie.csulb.edu/center-for-international-trade-and-transportation#/news-and-media) that engage the broader community in discussions about international trade and transportation.

To read concise information on our research, program, and outreach, check out our [Fact Sheet](https://csulb.sharepoint.com/:w:/s/CPIE/team/citt/EXvaYe1zssBIt70NSfsRQiUBGbHKLndJ2Hd8elimOWRCRg).

**About the Position:**

CITT is seeking two **paid** Communications Interns who will support the team by providing editorial, social media, and website management support. The interns will report to the Communications Manager, [Natalie](https://www.linkedin.com/in/natalie-j-reyes-05412037/), and assist the Director of Research and Workforce Development, [Tyler](https://www.linkedin.com/in/tyler-d-reeb-ph-d-b5945015/), as needed. The Fall 2021 Interns will be expected to come into the Long Beach office for a few hours every week.

**Responsibilities:**

* Conduct research relating to editorial content (e.g. transportation technology, environmental policies, workforce development projects)
* Write articles about organizational research and events with veteran Editorial Assistants
* Assist Communications Manager in drafting press releases
* Draft copy once or twice a week for assigned posts on CITT’s social media accounts
* Support the Social Media team through:
  + Calendar organization
  + Management of social media tracking sheet
  + Assistance in preparing analytics reports
* Upload articles onto CITT’s organizational websites
* Create and design content for CITT’s organizational websites

**Desired characteristics and skillsets:**

* Strong writing stills
* Analytical thinking
* Detail-oriented
* Familiarity with newsletter platforms (e.g. Mailchimp, Pardot, Constant Contact)
* Familiarity with social media platforms in professional settings
* Familiarity with Wordpress
* Graphic design skills are a plus
* Strong teamwork

**If you are interested in the position,** please email natalie.reyes@csulb.edu and send:

1. CV/Resume
   1. Include 2-3 professional and/or academic references (email, phone number, and relationship)
2. A cover letter
3. Two writing samples of your choice

**Commonly asked questions:**

***Q:*** *What is the goods movement industry?*

**A:** Goods movement refers to the movement of raw materials, parts, and finished consumer products from one place to another. The actors within this industry all play a role within supply chains and move their goods using various forms of transportation (more specifically known as freight) such as marine, air, rail, and truck.

***Q:*** *Why is it important to the Southern California economy?*

**A:** California's ports serve as the principal maritime gateway for the U.S. and its extensive road, rail and distribution networks position it as one of the most significant intermodal hubs in North America. The southern California freight and logistics industry houses the Port of Los Angeles, the Port of Long Beach, Los Angeles International Airport, and Ontario International Airport. The Ports of LA and LB combined make the largest and busiest port complex in the Western Hemisphere, handling approximately 40% of all inbound containers for the entire country. The international airports of LA and Ontario are respectively ranked 4th and 9th nationally in terms of freight volume. According to a 2021 economic report by the Southern California Association of Governments (SCAG), the freight and logistics industries are a significant source of employment as they provide 397,000 jobs within transportation and warehousing. Supply networks in southern California are well-developed to support not only LA-based manufacturers but nationwide supply chains.

***Q:*** *Which disciplines are associated with the goods movement industry?*

**A:** To name a few:

* International Relations
* Logistics and Supply Chain Management
* Public Policy
* Economics
* Business Administration
* Political Science
* Environmental Studies
* Urban Planning
* Transportation Planning
* Civil Engineering
* Law
* Strategic Communications

***Q:*** *What are the major communications outlets for the industry:*

**A:** To name a few:

* Journal of Commerce
* Freight Waves
* Supply Chain Dive
* The Loadstar
* Wired: Supply Chain (section)
* Bloomberg Supply Lines (newsletter)
* Wall Street Journal: Logistics Report (section)
* Industry Week: Supply Chain (section)