

## Internship Opportunity

The [Georgia Travel Association](#) (GATA) is the leading advocacy organization for the hospitality and tourism industry in Georgia. Our mission is simple - to ensure that industry stakeholders better understand the substantial economic impact tourism has in terms of jobs and revenue in our state.

GATA works closely with the Georgia legislature to advocate for policies and legislation that protect, promote and advance the \$60B tourism and hospitality industry in Georgia.

Currently, we are offering an internship opportunity to help develop and expand our Public Relations and Communication efforts for our current membership.

**Position Title:** Georgia Travel Association Intern

**Reports To:** GATA Affiliate Manager

**Compensation:** Paid, stipend.

**Position Dates and Hours:** January-May 2019, 20-25 hours/week. Start dates and schedule flexible.

**Prerequisites:** Student currently enrolled in a baccalaureate (junior or senior level) or graduate level program in marketing, design, public relations, communications, business, hospitality, political science, or related field.

## Required Skills & Behavioral Traits

Qualified candidates will:

- Have excellent writing, editing and communication skills. Experience writing press releases a plus (please provide samples in application packet.)
- Have a high level of attention to detail, producing work that requires minimal editing and layout revisions.
- Have a strong grasp of content marketing and be able to create appropriate content for social media and digital communication vehicles.
- Be able to identify and provide the appropriate level of information to stakeholders.
- Learn new software and programs quickly, such as email marketing systems, CRM databases, basic website content management systems, etc.
- Be a proactive problem solver with the ability to advance projects independently with a high level of professionalism.
- Be creative and confident, willing to pitch ideas for new marketing tools and strategies.
- Ability to design and format email templates in Mailchimp, have an understanding of email campaigns and basic analytics

## **Desired Skills & Behavioral Traits**

Qualified candidates will be able to:

- Research a company, develop interview questions, conduct an interview and create written content to promote the company and brand on digital channels.
- Demonstrate the ability to create and edit social media images in Canva.
- Demonstrate the ability to create and edit websites using Wix
- Demonstrate a working knowledge of, and the ability to create and edit files in Indesign. Working knowledge of other Adobe Creative Suite Programs (Illustrator, Photoshop & Adobe Acrobat) a plus. Please note proficiency on application.

## **Main Objectives**

- Create content (written and visual) for marketing across digital channels.
- Develop and execute a marketing plan to grow use and awareness of a membership benefits
- Lead the development and execution of a member communications campaign
- Provide high level of customer service to GATA members and partners.

## **Duties & Responsibilities:**

Potential tasks associated with this internship include, but are not limited to:

- Develop and execute an email campaign to include monthly eNewsletter, weekly legislative updates and member benefit reminders.
- Curate content for eNewsletters, including copywriting of contributor content, developing content (member spotlights, event reminders, etc.) and monitoring news for relevant sharable news.
- Layout, format and design of campaign communications
- Report analytics, tweaking campaign as appropriate
- In-person, written and print touch points as outlined in communication plan
- Develop and execute digital marketing social media campaign
- Conduct interviews with members, write member profiles
- Assist with event communications, preparation and execution

## **Benefits:**

- Gain hands-on experience in the development and execution of marketing strategy
- Build a portfolio and gain experience with building promotional campaigns, marketing materials and other content
- Gain knowledge of key initiatives, projects and issues of importance to the state of Georgia
- Build a network of business leaders through interaction with members and partners
- Parking and expenses reimbursed while on Chamber business
- Credit hours upon agreement and documentation by sponsoring institution
- A stipend to allow interns to gain valuable experiential education without sacrificing needed income

**To Apply:**

Compile the following materials into a single PDF file named “*Your Last Name, Your First Name, GATA Internship*” and send to [mhendershott@gachamber.com](mailto:mhendershott@gachamber.com). You will receive a confirmation email when your complete application package has been received. **Only complete applications will be considered.**

- Completed application found [here](#).
- Resume
- 100 words or less on why you want to be the Georgia Travel Association Intern, and what skill sets you wish to develop through this internship
- **One** of the following:
  - A sample marketing, promotion, PR or program development plan you have created for a class or volunteer organization.
  - A sample piece of marketing collateral (one pager, brochure, website, brand standards, etc.) you wrote and designed for a class or volunteer organization.
  - An example of your work that demonstrates you have the experience or ability to successfully complete projects similar to those outlined in the Main Objectives section.