OVERVIEW

[The Georgia Screen Entertainment Coalition](#) (GSEC) is a statewide advocacy group representing the film, television and digital entertainment industry in Georgia. An affiliate of the Georgia Chamber of Commerce, we work with business leaders, elected officials and other strategic partners to protect and promote the film, television and digital entertainment tax credits that ensure the screen entertainment industry's continued investment in Georgia.

GSEC was formed through collaboration between the largest and most productive Georgia-based film, television, and digital media studios, businesses working to develop the industry infrastructure in our state, and partners that represent Georgia's deep crew base. We are proud to represent the broad ecosystem of Georgia businesses that contribute to our thriving screen entertainment industry.

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

Position Title: Georgia Screen Entertainment Coalition Intern
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 or related field. Recent graduates also encouraged to apply.

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.
- Demonstrate 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:
- 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.
- 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 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.
- Execute social media based grassroots communication campaign
- Assist in execution of a member communication plan
- Research potential program partners; develop outreach campaigns to specific audiences.
- Provide high level of customer service to GSEC members and partners.

Duties & Responsibilities:
Potential tasks associated with this internship include, but are not limited to:
- Lead the development and execution of 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
- Develop and execute 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 local chambers
- 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 mhendershot@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.