

**Programs & Marketing Intern: Fall 2016**

The Georgia Chamber of Commerce is Georgia’s largest business advocacy organization. Our focus is on keeping, growing and creating new jobs in our state. We have an aggressive, proactive approach to state policy issues, and we transcend regional boundaries to create a state-wide network of business leaders working to help Georgia’s economy thrive.

Currently, we are offering an internship in the Marketing department, which is responsible for the marketing, programs, and events that support the mission of the Chamber.

Position Title: Programs & Marketing Intern

Compensation: Paid, stipend.

Position Dates: August-December 2016 Flexible.

Hours: Flexible, preference would be 3 days per week, 20-25 hours per week.

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

Behavioral Traits, Attitudes, and Skills Required

The ideal candidate will:

* Have excellent writing, editing and communication skills
* Have a high level of attention to detail, producing work that requires minimal editing and layout revisions
* Be a proactive problem solver with the ability to advance projects independently
* Be positive and responsive, a high level of professionalism
* Be creative and confident, willing to pitch ideas for new marketing tools and strategies
* 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.
* Experience with Creative Suite Programs (InDesign, Illustrator, Photoshop & Adobe Acrobat) is a plus, but not required.

Main Objectives

* Identifying and implementing new marketing strategies and promotional campaigns to grow use and awareness of existing programs, including the Georgia Chamber Federation, Georgia2Georgia, member benefit programs, etc.
* Identifying and evaluating ways to provide additional value to investors, members and partners
* Assist in strengthening partnerships between the Georgia Chamber and local chambers of commerce
* Assisting with the creation and launch of a partnership campaign with community programs to grow Georgia2Georgia statewide

Duties & Responsibilities:

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

* Creating marketing material and toolkits to assist local chambers in promoting Georgia Chamber Federation benefits to their members
* Assist with managing relationships with partner organizations, handle requests for information, collateral, etc.
* Creating and executing social media based marketing plans for growing member awareness of benefit programs
* Develop at least one promotional campaign to help grow awareness and/or participation of a chamber initiative
* Attend and assist with the regional power lunch series, specifically coordinating materials, invitations and responses for local chamber president’s meetings
* Assisting with event marketing and communication, including creating event collateral, building and sending eblasts, identifying additional ways for promotion, updating webpages, etc.
* Assisting with the management, monitoring and customer service needs relating to investor benefits and services
* Limited travel within Georgia

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:

Visit [www.gachamber.com/Careers](http://www.gachamber.com/Careers.careers.0.html) to download an application. Compile the following materials into a single PDF file named “*Your Last Name, Your First Name, Marketing Internship, Fall 2016*” and send to [internships@gachamber.com](mailto:internships@gachamber.com). You will receive a confirmation email when your complete application package has been received.

* Completed application
* Resume and cover letter
* A reference (See reference form on application for guidelines)
* A short answer essay: In 100 words or fewer, tell us why you want to be the Program & Marketing Intern at the Georgia Chamber of Commerce.
* One of the following:
  + A sample marketing, promotion or PR 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.

Only complete applications will be considered.