



## **Public Relations Intern**

**Summer 2018**

An important objective of the Georgia Chamber of Commerce is to team with local businesses, chambers and communities, state officials and partners in higher-education to build the nation's best workforce and ensure employers have the talent they need to stay competitive. We believe strategies that link education and workforce development in a seamless system and the embedding of skills-based learning into academic instruction are vital to that objective. As the state's largest advocate of businesses of all sizes and across all industry sectors, the Georgia Chamber represents a unified voice and serves as the state's champion for the implementation and promotion of public policies for residents and businesses alike.

Currently, we are offering a learning experience for a course credit internship in Public Relations and Communications to assist the External Affairs team and the overall organization in expanding awareness, increasing visibility, growing membership and achieving business advocacy goals through effective event promotion and execution. The ideal candidate should be full of creative ideas and eager to contribute on a large scale. The intern will gain insight into the inner workings and aspects of the public relations field, provide concrete deliverables and learn from top to bottom.

**Position Title:** Public Relations & Communications Intern

**Reports to:** Senior Vice President of External Affairs

**Compensation:** Non-Paid; Academic credit upon completion of hours and assignments required by university

**Position Dates:** 8-week program

**Hours:** 10-20 hours/week (start dates/schedule flexible)

### **Duties & Responsibilities**

- Assist in ensuring proactive planning, communication and execution of a wide variety of Georgia Chamber events including but not limited to, statewide tours, annual meetings, lunch programs, networking events, and special interest group meetings
- Create engaging content via digital and traditional media
- Fully supporting company's PR strategy and executing it in different phases

- Communicating and building relationships with current or prospect clients
- Assist in administrative duties
- Calculating metrics
- Assist with monitoring of the impact of marketing plans, including but not limited to revenues, budgets, and media strategies
- Build and update media lists and databases
- Schedule, coordinate and attend various events
- Perform research and market analysis activities
- Run errands as needed - compensation for mileage applicable

### Skill & Requirements

- Strong project management skills and demonstrated success with multi-tasking & juggling multiple priorities
- Knowledge or experience in digital and traditional communication
- Strong editing and design skills
- Ability to work independently as with others with minimal supervision
- Current enrollment in Junior or Senior level courses as a Communications, Public Relations major, or in related field of study at an accredited university or college
- Proficiency with Microsoft Word, Excel, and Outlook; experience with InDesign and Photoshop, Canva, and email marketing platforms, preferred but not required
- Comfortable and adaptable in a fast-paced and high-profile
- Solid understanding of various social networks
- Adherence to deadlines and budget
- Ability to generate, share and follow through on creative ideas
- Excellent verbal and written communication skills
- Passion for the PR industry and its best practices

### Benefits

- Develop skills in project management, traditional media, mass media, social media, marketing communication, email marketing, and target marketing
- Gain hands-on experience with the planning, marketing and execution of statewide business events
- Network with professionals from various industries and regions
- Earn credit hours upon agreement of sponsoring institution

### Application Process

To apply, download the application packet located on the [Georgia Chamber career page](#). Send resume, cover letter, and completed packet to [internships@gachamber.com](mailto:internships@gachamber.com). You will receive a confirmation email when your complete application package has been received. **Students seeking academic credit must submit a list of internship requirements**

**provided by instructor, department, or university with application packet.** Only complete applications will be considered.