

Organization Name: Gwinnett Coalition

Position Title: Marketing & Community Relations Intern

Position Summary: Intern will work to support the marketing and public relations efforts of Gwinnett Cares--a community-centric program powered by the Gwinnett Coalition to care for the Gwinnett County community as we move beyond the COVID-19 pandemic. Intern will support the communication needs of the Gwinnett Coalition healthcare and workforce development teams and in tandem with the Gwinnett Coalition's marketing agency, public health officials, and more to educate the public about COVID-19 prevention and vaccination opportunities, as well as resources for those who have been impacted by the pandemic and helping share how individuals and organizations can get or give help as our community gets back on its feet.

Pay Rate or Stipend: Unpaid

Internship Available During:

- Fall
- Spring
- Summer Term(s)

This is a:

- One time only position
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Duties & Responsibilities: Intern will be given assignments and responsibilities involving:

- Copywriting
- Press release & media advisory distribution
- Website content development
- Social media content development
- Assist in managing community engagement calendar
- Volunteer engagement
- Internal and external stakeholder communications
- Graphic design support
- Assist with special event planning
- Research on necessary topics
- Social media analytics analysis and reporting
- Manage work in project management system (Basecamp)
- Coordination with agency of record
- Attend weekly meeting with agency of record

The work of the Coalition typically takes place during standard office hours (M-F, 8 am - 5 pm), but some evening and weekend assignments may be given based upon need. Due to

current health concerns, student will be encouraged to work remotely. Weekly assignments will be given and managed via weekly meetings/video calls with supervisor(s) from the agency of record and/or the Coalition. Key deadlines for assignments will be set and expected to be met. Student will need to provide their own laptop/desktop for remote working.

Skills & Qualifications:

- Team player who easily takes direction
 - Strong writing and communication skills
 - Creative and strategic thinking
 - Basic graphic design skills - Experience using Canva preferred but not required
 - Basic website editing skills - WordPress
 - Basic eNewsletter creation and editing skills - Experience using Campaign Monitor preferred but not required
 - Knowledge of best practices in social media communications
 - Basic knowledge of Hootsuite platform preferred
 - Multilingual skills a plus
 - Flexibility to respond in real-time to ever-changing needs of the community
 - Strong utilization of Microsoft programs (Word, Excel, PowerPoint, and Teams) required; Strong utilization of Google Suite (Docs, Sheets, Slides, etc.) preferred
 - Ability to use Zoom and Microsoft Teams
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