

**POSITION DESCRIPTION**

**POSITION TITLE:** Marketing Intern

**LOCATION:** Atlanta, GA

**FLSA CLASSIFICATION:** Part Time

**POSITION SUMMARY:**

Will support the on-going work in the Marketing Department and will provide assistance to the Marketing Team to help fulfill the mission of the organization on behalf of the dairy farm funders.

**POSITION ACCOUNTABILITIES & RESPONSIBILITIES:**

**ACCOUNTABILITY 1: Communication Department**

- a. Assist with any research needed for articles and materials being produced within the department.
- b. Edit articles and press releases under the direction of staff.
- c. Submit content for website at least monthly to the Content Specialist.
- d. Develops electronic organization of videos in media room and responsible for video editing to support the Digital Marketing Specialist and Marketing Manager.
- e. Edits and files video under the direction of the Digital Marketing Specialist.
- f. Attends local events to support Marketing team with photos and videos as available and needed.
- g. Create materials for next National Dairy Month campaign and other monthly PR campaigns.
- h. Assist with any record keeping needed within the department to maintain databases.
- i. Assists in organization and filing of all The Dairy Alliance Photo Gallery and Video Gallery content.
- j. Manages electronic filing system of communication materials including photos.

**ACCOUNTABILITY 2: Administrative management responsibility.**

- a. Maintains accurate and thorough records and files.
- b. Works no more than 30 hours per week
- c. Performs other duties and responsibilities as necessary.

**POSITION REQUIREMENTS:**

**Minimum Qualifications**

Ability to perform each essential duty satisfactorily. Requirements and competencies include, but are not limited to, those listed below which are representative of the knowledge, skill and/or ability required to perform this job.

**Education or Experience:**

College student or recent college graduate with experience in Communications, Journalism, Public Relations or Marketing.

**Knowledge, Skills and Abilities**

- 1. Ability to work with some supervision.
- 2. Good organizational skills; ability to manage time effectively, prioritize and handle multiple tasks/projects, and meet deadlines.
- 3. Proficiency with Microsoft Office Suite of software Programs (MS Word, Excel, PowerPoint, Access, Outlook), graphics/web software applications, Adobe Creative Cloud (Photoshop, InDesign, Illustrator), Video editing software (Final Cut Pro), Adobe Acrobat Professional.
- 4. Ability to transport company promotional material and to lift heavy boxes of at least 25 pounds.
- 5. Ability to perform other duties and responsibilities as necessary.

Prepared by: \_\_\_\_\_ Date: \_\_\_\_\_  
SUPERVISOR

Reviewed by: \_\_\_\_\_ Date: \_\_\_\_\_  
STAFF MEMBER

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_  
GENERAL

*This position description in no way states or implies that these are the only duties to be performed by the employee. He or she will be required to follow other instructions and to perform other duties requested by his or her supervisor.*