POSITION DESCRIPTION

POSITION TITLE: Communications Intern

LOCATION: Atlanta, GA

SUPERVISOR: Multimedia Communications Manager

EMPLOYEES SUPERVISED: N/A

FLSA CLASSIFICATION: Part Time

POSITION SUMMARY:

Will support the on-going work in the Communications Department and will provide assistance to the Communications Team including the Multimedia Communications Manager 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 the Public Relations Account Manager.
c. Submit content for website at least monthly to the Integrated Communications Account Manager.
d. Develops electronic organization of videos in media room and responsible for video editing to support the Integrated Communications Account Manager and E-Media Communications Account Manager.
e. Edits and files video under the direction of the Multimedia Communications Manager.
f. Attends local events to support Communications team with photos and videos as available and needed.
g. Create materials for next June 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 or Public Relations.

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.
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.

Revised 6/4/2018
The Dairy Alliance Communications Internship Program
For Undergraduate Public Relations, Journalism and Communications Majors

The non-profit The Dairy Alliance works diligently across the southeast U.S. with dairy farmers, retailers, schools, sports teams, health professionals, local organizations, state leaders, the media and the public to promote milk consumption, dairy foods and knowledge about the dairy industry. We are looking for talented and passionate communicators to join our team as The Dairy Alliance Communications Department interns.

The Dairy Alliance Communications Department interns will have the opportunity to:

- Work on national dairy promo on campaigns including “Milk Life,” “Built with Chocolate Milk,” “Undeniably Dairy,” and Fuel Up to Play 60.
- Work closely with southeast National Football League teams (Atlanta Falcons, Carolina Panthers, New Orleans Saints and Tennessee Titans) to promote dairy consumption and physical activity in schools.
- Work with dairy farms and retailers to promote good will toward the dairy industry during promotional events.
- Improve their writing and communication skills working with a team of former journalists and broadcasters.
- Learn how to use video editing and desktop publishing software (Final Cut/Adobe Creative Suite) and social media tools to promote dairy.
- Learn more about national checkoff programs and how The Dairy Alliance and other dairy checkoff programs help increase the demand for dairy.

The Dairy Alliance accepts Fall, Spring and Summer semester interns. The Dairy Alliance Communication Program interns receive an hourly-wage, course credit and compensation for work-related travel expenses. Interns are expected to work 30 hours a week and are evaluated on their work performance.

To learn more about The Dairy Alliance Communications Internship Program, contact:

Mara McGurl
mmcgurl@thedairyalliance.com

To apply, visit: thedairyalliance.com/employment