



Central Atlanta Progress  
Atlanta Downtown Improvement District

## Marketing & Communications Intern Job Description

Central Atlanta Progress, Inc., is a Downtown business association with approximately 240 members. Its mission is to champion a vibrant community with strong leadership and sustainable infrastructure that is safe, livable, diverse, economically viable, accessible, clean, hospitable and entertaining. The Atlanta Downtown Improvement District is a 501(c)(3) non-profit, charitable corporation created by CAP to make Downtown safer, cleaner and more hospitable.

### Job Summary:

The Marketing & Communications Intern supports the Marketing Manager across a broad range of functions designed to raise the profile of Central Atlanta Progress (CAP), the Atlanta Downtown Improvement District (ADID) and Downtown Atlanta.

This is a semester-long internship. Desired hours are 10-15 hours a week—preferably in person, but a combination of onsite and remote hours will also be considered. While we are not currently able to pay our Marketing & Communications intern, this internship will provide valuable professional experience, including networking opportunities and hands-on learning.

### Reports To:

Marketing Manager

### Primary Role:

- Manage upkeep of CAP's website in close collaboration with Marketing Manager to ensure content is up to date and accurately conveys the organization's projects and initiatives in a visually appealing manor
- Work in close collaboration with the Marketing Manager to maintain and monitor CAP's robust social media program by crafting monthly social media calendars and drafting social content for review
- Assist the Marketing Manager in producing monthly e-newsletters using MailChimp
- Manage upkeep of CAP's online events calendar
- Assist on marketing efforts for special projects and events, including Woodruff Park, the Centennial Park District, and the Atlanta Streetcar
- Generate SEO-friendly content for the CAP website blog on a broad range of topics pertaining to Downtown Atlanta to establish CAP as a subject matter expert and thought leader
- Conduct and compile research and reports
- Perform administrative functions that support CAP's marketing efforts, including maintaining organizational mailing lists, shared drive content, news and media clippings, and photo/image files

### Qualifications:

- 1-2 years of college coursework completed; this internship is intended for students currently pursuing a degree
- Relevant coursework, preferably in marketing or a related field
- Strong initiative with tasks
- Experience and interest in social media marketing and analytics
- Exceptional writing skills and the ability to write both strategically and creatively under tight deadlines
- Excellent time management and organizational skills
- Ability to multi-task
- Strong, effective communicator, both verbal and written
- Ability to think creatively and intuitively
- Must be proficient in Microsoft Office, CMS, AP Style Guidelines and all major social media networks



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**Preferred Qualifications:**

- HTML and some graphic design experience
- Familiarity with the Adobe Creative Suite, Sprout Social, Meltwater, MailChimp, or similar tools

**Application Guidelines/Contact:**

Qualified applicants may submit resume, cover letter, and three professional references to:

Paige Sullivan

Marketing Manager

psullivan@atlantadowntown.com

No phone calls or visits, please.

**What We're Looking For:**

CAP's marketing department is fast paced, ambitious, and tenacious – we're looking for a team player who will tackle their work with a sense of urgency, persistence, and vigor. Working closely with the Marketing Manager, this internship is designed to educate you on the depth and breadth of a nonprofit marketing program. You'll be exposed to social media, media relations, website management, and external communications projects and tools.

Ideal candidates meet the aforementioned qualifications and are passionate about CAP's mission to champion a livable, vibrant and economically robust Downtown community; are eager to learn and work collaboratively; are meticulously organized; are an avid reader of the news; love writing and researching; have an interest in digital communications and social media; and are able to handle competing priorities.