



## MARKETING AND COMMUNICATIONS INTERN JOB DESCRIPTION

**ABOUT FACC:** The French-American Chamber of Commerce Atlanta Chapter is a **non-profit, independent**, member-driven organization dedicated to developing and improving - through the efforts of its members - the economic, commercial, and financial ties between France and the Southeast region of the United States.

**POSITION:** FACC Atlanta seeks a dynamic, self-starter to assist in a wide variety of marketing, communications, and sales support activities. This internship is an excellent opportunity to experience various aspects of marketing while working for a well know business based international non profit

### **JOB FUNCTIONS AND RESPONSIBILITIES:**

#### General Responsibilities

- o Develop flyers, direct mail, invites, and other collateral and tools
- o Update the FACC website when needed
- o Assist with developing annual calendar and member directories
- o Develop bi-weekly marketing reports
- o Administrative general duties

#### Events

- o Assist with organization, planning and execution of events
- o Design flyers, graphics, evites and other marketing material for all events hosted by FACC
- o Reach out to organizations and general public for donations for the (2) major fundraising events

#### Digital Marketing

- o Assist in planning and developing marketing/content calendar
- o Write content for variety of digital marketing tools
- o Plan, write and manage email blasts and Newsletters
- o Distribution list building and management

#### Social Media

- o Update and maintain social media presence, including scheduling Facebook and LinkedIn updates
- o Assist with social media calendar, brainstorm ideas for new and innovative campaigns
- o Research and recommend social media channels to use/discontinue
- o Draft, edit, and post content to social media channels
- o Monitor social media and website analytics on a weekly/monthly basis, provide reports, and make recommendations to increase engagement

### Other Tasks

- o Manage collateral inventory
- o Research industry-specific sites, blogs, forums, etc. for coverage, reviews, member comments, and other relevant information

### **QUALIFICATIONS:**

- Completed or working towards degree in Special Events, Marketing, Advertising, Communications, Public Relations, Journalism, or related field
- English Speaker with good level of French (written and spoken)
- Excellent written and verbal communications skills
- Knowledge and experience with social media platforms
- Strong attention to detail and organizational skills
- Ability to prioritize, multi-task, and meet deadlines

### **DESIRED SKILLS:**

- Graphic design and proficiency in Adobe Creative Cloud and Canva
- Website content management system experience
- Social Media Management

**START DATE:** This is a 6-month to one year-long internship that can begin immediately

**HOURS:** During the school year 10-15 hours preferred; 30-40 hours during the breaks

**TO APPLY:** Please send a cover letter and resume to [julie@facc-atlanta.com](mailto:julie@facc-atlanta.com)



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