



## **The Georgia Department of Economic Development (GDEcD) Business Communications Division**

### **Interactive Media, Business Communications Internship Position**

#### **Description**

##### **Function of Agency**

GDEcD is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a location for film, video and digital entertainment projects, as well as planning and mobilizing state resources for economic development.

The Agency represent the state's marketing, communications and economic development efforts worldwide through its work with Georgia's 10 international representation offices, participation in international trade shows, bilateral cooperation agreements, and hosting and organizing business missions in-state and abroad.

##### **Practical Experience Gained from Internship**

The intern will apply and develop principles learned in college through practical hands-on work assignments in online marketing, social media, international marketing, international protocol, and overall international business acumen.

Upon successful completion the intern will gain valuable experience reporting and measuring media campaigns, hone their multitasking and project management skills all while building a strong portfolio that demonstrates their ability to implement diverse multimedia techniques.

##### **Duties of Intern and Desired Qualifications**

This posting is for one internship position to cover international and domestic business communications. The intern will assist with online and viral marketing, social media development, and supporting with daily site maintenance for the Business Communications Division.

The intern should be computer savvy and have a strong understanding of HTML, CSS and WYSIWYG programs such as Dreamweaver. Knowledge of Adobe Premiere, Javascript languages or programs such as Adobe Photoshop, Fireworks and Flash is a bonus.

The intern will participate in the development of the team's marketing tools, such as producing online collateral pieces, and newsletters. Other projects may include research, updating documents for new format and design, and helping to implement new processes.

The ideal candidates will be working towards a degree in web development/management, multimedia, online advertising or a closely related field, be highly responsible and reliable, and have a high degree of self-initiative. Microsoft Office proficiency required.

Send resume and letter of interest to Natalie White at [nwhite@georgia.org](mailto:nwhite@georgia.org)