



Council for Quality Growth Marketing and Communications Internship

The Council for Quality Growth is a 34 year-old non-profit trade association representing the growth and development industry with the mission of promoting balanced and responsible growth in metro Atlanta and Georgia. We bring the development community and policy makers together as we focus on long-range community planning, encouraging adequate government services, catalyzing consensus on growth issues, and convening discussion on responsible development. The Council delivers this mission through the platforms of Advocacy, Education and Information. We work with thousands of elected officials, administrators and, staff across metro Atlanta's more than 90 local governments plus state agencies and legislative and executive leadership.

We collaborate to ensure that planning, zoning and other local, regional and state regulatory policies promote thriving communities, strong infrastructure, and a prospering economy. We advocate in city councils, county commissions, regional commissions, and the state legislature and regulatory meetings. Members, in turn, receive exclusive access to the most comprehensive information about regulatory and policy issues in the region. We educate local and state elected officials and professional staff who regularly seek our policy advice and input. The Council is committed to the belief that Atlanta's economic future and quality of life is highly dependent on continued, balanced, quality growth. To that end, the Council promotes market driven solutions to critical public policy issues that face the region and state.

The Council is currently seeking an independent and dedicated individual to serve as Marketing and Communications Intern with the agency. This internship will provide structured learning opportunities geared to teach "real world applications" of social media strategy and execution, graphic design and website maintenance.

The Council is seeking those pursuing a bachelor's degree in Marketing, Public Relations, or other Communication related areas of study. Other areas of study including Business Administration and Advertising are also welcome. Interns will be expected to research various competitors' social media and websites, write social media posts for Facebook, Twitter, Instagram and LinkedIn, creating and updating graphics for social media and the Council website.

Examples of Work

- Assist in developing content for CQG Social Media Accounts
- Schedule social media posts across CQG platforms
- Assist in the development/updating of marketing and event collateral
- Brainstorm new innovative methods of delivering CQG's message
- Assist Programs & Communications Manager in managing social media content calendar
- Update website as directed
- Create images for social as directed
- Perform other duties as assigned

Knowledge, Abilities and Skills Required

- Working toward a college degree, preferably in a related field (e.g., English, Marketing, Communications, Advertising or Public Relations)
- Understanding of the basic principles of marketing and graphic design
- Skilled in verbal, written, and interpersonal communications
- Skilled in establishing priorities and ability to work independently with general instruction
- Experience using desktop publishing and design software including Microsoft Publisher, Microsoft PowerPoint, Canva, Adobe CC (a plus), and Constant Contact
- Knowledge of HTML and website content management, ideal but not required
- Ability to establish and maintain effective working relationships with Council membership, local, regional and state government, planning organizations, business organizations and strategic industry associations

Compensation

All internships at the Council are unpaid; but allow students to gain valuable “real world” experiences and professional connections in the real estate, engineering, and public policy fields. Students are also encouraged to apply for course credits. Any expenses incurred will be reimbursed upon approval of supervisor, including mileage for work related travel.

NOTE FOR STUDENTS SEEKING COURSE CREDIT(S): The Council will work with you and your academic advisor/professor to determine the appropriate project for your specific internship program. In addition to your duties and responsibilities at the Council, you will likely be asked by your academic advisor/professor to keep a daily journal of your work experiences and to write a paper about the work you complete at the Council. Please see your academic advisor/professor for specific requirements of your college or university.

Hours and Office Expectations

Council internships are typically 3-6 months, 10-20 hours per week depending on candidate's schedule. A regular schedule with normal working days and hours will be established. The intern may be required to attend events before and after normal business hours.

**If you are looking for an internship with real-world experience please send your resume to
Sandy Collins, Membership Services & Operations Manager, via email at
sc@councilforqualitygrowth.org**