ROLE DESCRIPTION

<table>
<thead>
<tr>
<th>Role</th>
<th>Marketing Intern</th>
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<tbody>
<tr>
<td>Operating Company</td>
<td>Georgia Restaurant Association</td>
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<tr>
<td>Business Unit</td>
<td>Administration</td>
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<td>Reports To</td>
<td>Director, Marketing and Communications</td>
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OVERVIEW

The GRA Marketing Internship Program is offered to students who are interested in gaining valuable work experience through efforts in marketing, membership, sales, and events. Interns work directly to assist the CEO and Director of Marketing and Communications on various tasks relating to upcoming GRA events. These are volunteer internships where students work a minimum of 10 hours a week and a maximum of 20 hours a week. Students are encouraged to earn credit for their internship. Students interested in obtaining credit for their internship must consult their academic advisor or the intern coordinator at their academic unit. Students of all majors are welcome to apply.

PROGRAM OBJECTIVES

- Provide students with valuable professional experience that will enhance their skills and competencies.
- Give students an opportunity to learn first-hand how state associations work.
- Learn how to create marketing collateral and plan events soup-to-nuts.
- Offer feedback and create a new resource for students.

PRIMARY RESPONSIBILITIES

- Administrative support including, but not limited to: answering the phone, coordinating meetings, proofing/processing correspondence, coordinating conference calls.
- Creates marketing collateral as requested.
- Maintains files, documents, and notebooks for press clippings.
- Updating and maintaining website content.
- Facilitating membership recruitment and retention.
- Assists with upcoming events such as the GRA Golf Invitational, Taste of Georgia, Atlanta Foodservice Expo, and the annual GRACE Awards Gala.
- Performs related duties as assigned.

DESIRED KNOWLEDGE, SKILLS & ABILITIES

- Prior restaurant, event and marketing experience are a plus but not necessary.
- Must be a full or part-time student in an accredited college or university. Students of all majors and disciplines are encouraged to apply.
- Solid organizational, writing and analytical skills.
- Ability to work in a team setting yet maintain self-starting independence.
- Proven ability to effectively manage multiple priorities in a rapidly changing environment.
- Strong relationship-building and communication skills.
- Advanced Microsoft Office skills, to include Outlook, Excel, and Word programs, preferred.
- Strong meeting planning and coordinating skills.
### FREQUENTLY ASKED QUESTIONS

1. **Do I have to be a marketing major?**  
   No! Students from all majors and disciplines are allowed to apply. Interns will be trained.

2. **How many interns are hired?**  
   Up to 4 may be hired depending on GRA’s needs.

3. **How long does the internship last and do I get paid?**  
   This is an unpaid internship with eligibility to earn college credit hours. The internship can last up to 16 weeks.

4. **How do I apply?**  
   Just send your resume to rachel@garestaurants.org.