Fall 2024 Vote Your Voice Marketing and Social Media Internship | Cobb Collaborative

Are you passionate about civic engagement and community involvement? *The Cobb Collaborative is seeking an energetic and vibrant marketing and social media intern for the Vote Your Voice program under our Civic Engagement initiative*. The intern, reporting to the Vote Your Voice Coordinator, will support Civic Engagement programming through civic involvement, organizing, and media engagement.

ABOUT THE COBB COLLABORATIVE & CIVIC ENGAGEMENT:
The Cobb Collaborative is proud to serve as the local partner for the state-wide network known as the **Georgia Family Connection Partnership (GaFCP).** This unique network brings together more than 3,000 local- and state-level partners in all 159 counties across Georgia who work toward measurably better outcomes for our state's children, families, and communities. The Cobb Collaborative focuses on three initiatives to improve outcomes specific to Cobb County – *Literacy, Mental Health, & Civic Engagement*.

What is Civic Engagement? Civic engagement is working with local institutions and fellow residents to promote meaningful actions, movements, and relationships within a community or population. This can take many forms of political, social, and individual efforts, from voter registration to talking politics with friends or family to trusting local businesses and participating in community groups. Research tells us that high levels of civic health correspond to lower crime rates, better public health outcomes, and greater economic resilience, particularly during economic downturns. Our goal is to improve our community by empowering the people of Cobb County to become highly engaged and informed citizens.

JOB OVERVIEW:
We are seeking a dynamic and creative college student intern to join our team in support of the Vote Your Voice civic engagement initiative. As the Marketing and Social Media Intern, you will play a crucial role in amplifying our message, engaging diverse audiences, and promoting the impact of the grant-funded initiatives across Cobb County.

YOUR IMPACT & RESPONSIBILITIES:
Social Media Management:
- Develop and execute social media strategies to enhance visibility and engagement.
- Create compelling content for various platforms to communicate the goals and impact of the civic engagement initiative.
- Monitor social media channels, respond to inquiries, and foster a positive online community.

Content Creation:
- Produce engaging and shareable content, including graphics, videos, and written materials.
- Collaborate with internal teams to gather information and stories for content creation.
- Ensure consistency in messaging across all communication channels.

Marketing Campaigns:
- Contribute to the development and execution of marketing campaigns to promote grant-funded activities.

- Collaborate with partners and stakeholders to align marketing efforts with overall objectives.
- Track and analyze campaign performance to inform future strategies.

Brand Management:

- Uphold and enhance the organization's brand image in all marketing materials and communications.
- Assist in developing brand guidelines and ensuring adherence across various platforms.

Analytics and Reporting:

- Utilize analytics tools to track the performance of social media and marketing efforts.
- Prepare regular reports on key metrics and provide insights for continuous improvement.

THE IDEAL CANDIDATE HAS:

- Currently enrolled as a college student with a focus on marketing, communications, or a related field.
- Strong understanding of social media platforms and trends.
- Proficient in graphic design tools and video editing software.
- Excellent written and verbal communication skills.
- Creative thinker with the ability to generate innovative ideas for marketing campaigns.
- Familiarity with analytics tools to measure and report on campaign effectiveness.

GREAT BENEFITS:

- Gain hands-on experience in marketing and social media within the context of civic engagement.
- Contribute to a meaningful initiative aimed at creating positive change in the Deep South.
- Networking opportunities with professionals in the field of civic engagement.
- Flexible schedule to accommodate academic commitments.

LOCATION, COMPENSATION & EXPECTED HOURS:

- **Location**: Hybrid/Remote
- **Temporary**: February 5, 2024 – December 4, 2024
- **Part-Time**: Up to 10 hours/week
- **Compensation**: $1500 for three semesters/quarters (Spring, Summer, and Fall). 50% upon acceptance and 50% at conclusion, provided the work is deemed satisfactory.

TO APPLY:

Please submit a cover letter and resume to Nichola Hines, Vote Your Voice Coordinator at votingl@cobbcollaborative.org. **Applications will be accepted until January 29, 2024.** The cover letter should be concise, and compelling, and include why you would like to be an intern for Cobb Collaborative.

Cobb Collaborative is an equal-opportunity employer and welcomes people from all backgrounds, experiences, abilities, and perspectives to apply. US Work Authorization is required.