

CCA GLOBAL PARTNERS 2017 SUMMER INTERNSHIP

MAY 22 – JULY 28



PUBLIC RELATIONS & SOCIAL MEDIA

As our **Public Relations & Social Media Intern**, you will work closely with the **Carpet One Floor & Home PR & Social Media Team** engaging customers through your creation and distribution of rich content.

DAY TO DAY:

- You'll compose consumer facing press releases, articles, blog posts and social media content
- You'll lend a hand managing our national social media accounts on Facebook, Twitter, LinkedIn, Google+, YouTube, Pinterest, Houzz, and Instagram
- You'll work on a variety of marketing materials to support our cause-related programs
- You'll collaborate with your team and create ideas for new content including social media, videos, magazines and press releases
- You'll support our Carpet One Floor & Home Members who need assistance with their local social media efforts
- You'll be an integral part of the social media and PR aspects of CCA's cooperative education and marketing initiative – Cooperatives For A Better World

PROJECTS:

- Beautiful Design Made Simple Blog and Magazine
- Carpet One Floor & Home Welcomes Your Support
- National Public Relations & Social Media
- Marketing Communications
- Member Local Public Relations – CCA Newswire
- Cooperatives For A Better World

EXPERIENCE AND/OR SKILLS YOU HAVE A KNACK FOR:

- This is social media, of course remarkable written and verbal communication skills are a must!
- Building relationships and working effectively with others is a no-brainer.
- Break out the planner – you should be organized and super comfortable with project coordination.

EDUCATION:

You should be currently enrolled in an accredited college or university pursuing a degree in **Marketing** or **Public Relations**.