



## **Global Public Affairs and Communications Internships**

### **2017 Pre-Professional Student Summer Internships**

**Target Start Date: June 2017**

**Target End Date: August 2017**

Summer Internships are available to either undergraduate or graduate students. The interns will report into leaders within The Coca-Cola Company's Public Affairs and Communications team.

**Position Description:** All positions are based in Atlanta, Ga. working in the company's Public Affairs and Communications (PAC) function, with internships in the following areas:

1. Corporate Media Relations
2. Social/ Digital Communications
3. Internal/ Executive Communications
4. Brand Public Relations and World of Coca-Cola Marketing
5. Strategic Communications
6. Coca-Cola Ambassador
7. Heritage Communications
8. International Government Relations
9. Bottling Investments Group

PAC's primary responsibility is to protect and enhance the reputation and image of the Company and its brands through relationships and communication with stakeholders, including employees, media, governments, and NGOs. Depending on the team, intern initiatives may focus on: employee engagement, corporate social responsibility, stakeholder engagement, corporate/NGO strategy, environment, diversity and health & wellness. Each intern will also participate in a group project throughout the course of the internship. The groups will present at the end of the summer for the PAC leadership team.

**Position Requirements:** Preference is for interns in a current or recently-completed MBA, public affairs (including journalism, communications and political science) or equivalent graduate student program; however, other fields of study – undergraduate or graduate – also are given consideration. Interns must have quantitative and analytical skills, and a familiarity with consumer goods business strategy. Also, interns must be creative, have excellent written and oral communication abilities, and be competent in project/task prioritization. Strong interpersonal skills, high energy and enthusiasm, and digital fluency are also essential.

Family members of Coca-Cola employees are not eligible for this internship.

Specific internships also have the following requirements:

***Corporate Media Relations:*** This team manages business and financial media communications for the company globally. They coordinate media interviews for the company's executives and handle all communications surrounding financial earnings and other global company announcements. They seek an individual with a working knowledge of newsroom operations (print, broadcast and web). Candidate must have strong writing and reporting skills and show a demonstrated track record of producing content for publications such as campus newspapers or other outlets, as well as drafting public relations tools such as bylined articles, press releases, media lists, fact sheets and Q&As. Desired skills sets include the ability to spot trends in news coverage, prepare insightful business stories for the Coca-Cola Journey digital magazine and use basic information gathering techniques to facilitate informed responses to media inquiries or other research requests.

***Social/ Digital Communications:*** This team manages both Coca-Cola Journey and our global corporate social media account and seeks an individual with a working knowledge of social and digital platforms.



Candidate must have strong writing/editing, reporting and overall storytelling skills, social media savvy, and a keen understanding of how these competencies intersect in the digital content space. Multimedia content creation --- photography, video, graphic design and the like --- is preferred. Also, must understand the attitudes and concerns of community, consumers, employees, and public interest groups and establish and maintain cooperative relationships with them. Desired skills sets include the ability to spot trends in news coverage and craft compelling copy for social/digital platforms, manage editorial calendars, and possess basic understanding of paid media, social metrics, SEM/SEO, newsletters and other content amplification tools.

***Internal/ Executive Communications:*** This team handles all internal communications for Coca-Cola associates. They write speeches for executives and also manage Coca-Cola's intranet site, Connect. The Internal Communications intern will work across the Corporate PAC function and key Coca-Cola business partners to support internal communications including onsite program and event management and writing and editing for company newsletters, broadcast emails and the Coca-Cola intranet, among others. The intern will support internal communication team members by providing communication recommendations to clients including HR, IT, Marketing and numerous Coca-Cola brand and product teams. The successful candidate will be a proactive self-starter with sound editorial and professional judgment. An ability to write quickly, clearly and on deadline is a must. Candidate should have a strong desire to learn in a collaborative, fast-paced setting. Proficiency in design and multimedia is a plus (PhotoShop, InDesign, etc.)

***Brand Public Relations and World of Coca-Cola Marketing:*** This intern will work across two teams: Global Brand PR and World of Coca-Cola Marketing. The Brand PR team works closely with our marketing partners to promote global brand launches and announcements. They also conduct media relations and event coordination related to our global sponsorships including the Olympics. World of Coca-Cola team helps promote the World of Coca-Cola attraction in downtown Atlanta. Both teams seek an individual with a working knowledge of either journalism or public relations and marketing/general business. Candidate must have strong writing, organizational and personal communications skills. Desired skills include familiarity with social media, blogging, ability to spot trends in news coverage, basic information gathering techniques to facilitate informed responses to all types of media inquiries. Also, candidate must understand the attitudes and concerns of community, consumers, employees, and public interest groups and establish and maintain cooperative relationships with them and with representatives from print and broadcast journalism. This intern will split his/her time between the on-site World of Coca-Cola offices and the Coca-Cola Atlanta Office Campus.

***Strategic Communications:*** The team whose focus areas include: Sustainability programs, Category growth and Coca-Cola Foundation communications. This group seeks an individual with an interest in public relations, corporate reputation and sustainability, and a working knowledge of traditional and new media (print, broadcast, digital), NGOs and/or other stakeholder relations/communications, and project management. Candidate must have excellent writing and organization skills and the ability to manage time and work effectively. Also, must have an interest in researching and understanding the attitudes and concerns of various stakeholders (ie, community, consumers, employees, and public interest groups) and be able to apply this understanding toward the creation and execution of work product. Desired skills sets include the ability to spot trends in news coverage, conduct research and provide insights on sustainability and NGO-related initiatives.

***Coca-Cola Ambassador:*** This team coordinates global company efforts in creating and maintaining loyal brand ambassadors in and outside of the company. The candidate will have a passion for Coca-Cola brands and products. This internship will provide the candidate with an opportunity to work with a cross-functional, global team on a system-wide advocacy program designed to educate and energize Coca-Cola associates on the business. Named the "Coca-Cola Ambassador" program, applicants for this role will gain experience in internal communications, employee engagement and culture change. Candidate must have a working knowledge of corporate communications, public relations and marketing/general business. S/he also must have strong writing, organizational and personal communications skills, and familiarity with digital media and



communications campaigns. The candidate should also possess basic information gathering techniques to conduct research as needed. Foreign language skills and international experience would be helpful.

***Heritage Communications (Archives):*** A group that focuses on maintaining the company's archives and manages any media or event opportunities that relate to the history of our company and / or products. This team seeks an individual with a strong understanding of archival principles, digital asset management, who is seeking work experience at an archival institution. Through the course of the internship, the candidate will assist with processing digital and paper records, exhibit planning, social media outreach initiatives, research, and/or reference. The candidate may also participate in departmental public relations projects. The internship is designed to provide an overview of the activities of business archives.

***International Governmental Relations:*** This team focuses on communications surrounding local governments and NGOs from around the globe. They seek an individual with a working knowledge of politics through legislative work and/or campaigns. Candidate must have strong writing skills, the ability to analyze campaign finance data, interact with public officials. Desired skills sets include the ability to spot trends in political news coverage, identify opportunities for communicating the Company's positions to public officials, and possess basic information gathering techniques to conduct research and/or analysis of issues as needed.

***Bottling Investments Group (BIG):*** This team manages communications for company-owned bottlers across the globe, and they seek an individual with an interest in developing an understanding of the system's bottling operations who has a basic understanding of internal communications in a manufacturing environment and community engagement. Must have a cursory knowledge of the legislative process, possess strong writing and organization skills and be comfortable working across multiple time zones. Successful candidate should have a demonstrated ability to identify key stakeholders, tailor communications to reach audiences and measure the effectiveness of said communications.

**Salary/Benefits:** Undergraduate, graduate and/or MBA-level interns will receive a salary ranging from \$1,800 to \$5,500/month for the duration of their contract. Salary will be based on education level and prior work experience. Internships will last 8-16 weeks and each intern will be assigned a specific manager/mentor.

The Coca-Cola Company is an Equal Opportunity Employer and is committed to enhancing and maintaining cultural diversity within the work environment.



### **Further Information:**

Application deadline: December 23, 2016

Notification of selection to interview: early January 2017

Offers will be made by: February 3, 2017

### **Application Process:**

Send an e-mail with cover letter, 2 writing samples and resume to [pacintern@coca-cola.com](mailto:pacintern@coca-cola.com). Each applicant can select up to three of the following teams they are interested in interviewing with. Please indicate team preference(s) selection in the cover letter. If a cover letter is not submitted, the application will not be considered.

1. Corporate Media Relations
2. Digital/ Social Communications
3. Brand Public Relations
4. World of Coca-Cola
5. Internal/ Executive Communications
6. Strategic Communications
7. Coca-Cola Ambassador
8. Heritage Communications (Archives)
9. International Government Relations
10. Bottling Investments Group

Writing samples may vary based on area of interest. Suggested samples include, but are not limited to: a press release, article written for publication, blog entry, formal correspondence, case study or a strategic work plan. **Each sample should not exceed two pages in length.**

Applicants should direct questions to [pacintern@coca-cola.com](mailto:pacintern@coca-cola.com). *Please note: due to the high volume of applications, we regret that we are not able to respond to requests for status updates on individual applications.*

For purposes of formatting, cover letters may be addressed to the below contact. Please email all content requested above.

Ms. Katie Condon  
The Coca-Cola Company  
One Coca-Cola Plaza  
Atlanta, GA 30313

### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands and more than 3,800 beverage choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our company's portfolio features 20 billion-dollar brands, 18 of which are available in reduced-, low- or no-calorie options. Our billion-dollar brands include Diet Coke, Coca-Cola Zero, Fanta, Sprite, Dasani, vitaminwater, Powerade, Minute Maid, Simply, Del Valle, Georgia and Gold Peak. Through the world's largest beverage distribution system, we are the No. 1 provider of both sparkling and still beverages. More than 1.9 billion servings of our beverages are enjoyed by consumers in more than 200 countries each day. With an enduring commitment to building sustainable communities, our company is focused on initiatives that reduce our environmental footprint, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our



bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).