



## **Public Affairs and Communications Internships**

### **2015 Pre-Professional Student Summer Internships**

**Target Start Date: June 2015**

**Target End Date: August 2015**

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:** Most positions are based in Atlanta, working in the Company's Public Affairs and Communications (PAC) function, with internships in the following areas:

1. Corporate Communications, Media Relations and Digital Communications
2. Marketing & Brand Public Relations
3. World of Coca-Cola
4. Corporate External Affairs
5. Coca-Cola Ambassador
6. Heritage Communications
7. International Government Relations based in Atlanta
8. Federal and Diplomatic Government Relations based in Washington, DC
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. Intern initiatives may focus on: employee engagement, corporate social responsibility, stakeholder engagement, corporate/NGO strategy, environment, diversity and health & wellness. Interns work closely with one or two project teams over the course of the summer, and will be responsible for producing a significant and concrete analytical output that contributes to the overall project's goals.

**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. Specific internships also have the following requirements:

***Corporate Communications, Media Relations and Digital Communications:*** Seeks an individual with a working knowledge of newsroom operations (print, broadcast and web). Candidate must have strong writing skills, digital/social media skills and the ability to develop media lists and editorial calendars. Also, 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. Desired skills sets include the ability to spot trends in news coverage, manage editorial calendars, identify appropriate gatherings of media at which the Company should have a presence and possess basic information gathering techniques to facilitate informed responses to media inquiries.

***Marketing & Brand Public Relations and World of Coca-Cola:*** Seeks 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. One position will be based on-site at World of Coca-Cola offices.

**Corporate External Affairs:** Seeks an individual with an interest in corporate reputation and sustainability, and a working knowledge of newsroom operations (print, broadcast and web), NGOs and/or other stakeholder relations/communications. Candidate must have excellent writing and organization skills and the ability to pitch and respond to media and stakeholders. Also, must understand 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 strategic plans. 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:** 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 Coca-Cola Ambassador program, gaining 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):** 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.

**Federal, Diplomatic and/or International Governmental Relations:** Seeks 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. (Note: the International Government Relations position is based in Atlanta and the Federal and Diplomatic Government Relations position is based in Washington, DC).

**Bottling Investments Group (BIG):** Seeks an individual with an interest in developing an understanding of the Company'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. Any prior experience in engaging with a diverse group of external and internal stakeholders would be an asset. Successful candidate should have a demonstrated ability to identify stakeholder issues, conduct research to support issues and develop targeted communications to reach audiences with an interest in the issues related to our business.

**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 5, 2014

Notification of selection to interview: mid-January 2015

Offers will be made by: February 28, 2015

**Application Process:**

Send an e-mail with cover letter, 2 writing samples and resume to [pacintern@coca-cola.com](mailto:pacintern@coca-cola.com). The cover letter must clearly state the applicant's area of interest:

1. Corporate Communications, Media Relations and Digital Communications
2. Marketing & Brand Public Relations
3. World of Coca-Cola
4. Corporate External Affairs
5. Coca-Cola Ambassador
6. Heritage Communications
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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.

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.*

Cover letters may be addressed to:

Ms. Karyn Harrington  
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](#). Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 17 billion-dollar brands including [Diet Coke](#), [Fanta](#), [Sprite](#), [Coca-Cola Zero](#), vitaminwater, [Powerade](#), [Minute Maid](#), Simply, Georgia and [Del Valle](#). Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our [beverages](#) at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, [healthy living](#), 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).