

Z O O M A T L

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**The Atlanta
Journal-Constitution**

Credible. Compelling. Complete.

Dear Eager College Students,

The Atlanta Journal-Constitution presents a new opportunity for any Marketing, Communication, Business, Design majors and more. The AJC is a major local known news system that streams news via print and web, and with people's news habits changing, we are beginning to move in an exciting new direction. The new and exciting opportunity is an internship with our newly developed "ZoomATL Street Team." The Street Team will consist of college students who are interested in the world of news and going out into the beautiful city of Atlanta and spreading the word to fellow millennials about our newest news outlet, ZoomATL.

The following information will give those interested a look into what the Street Team position entails. The Street Team is not your everyday internship, so if you are looking to learn new skills and have fun while doing so please continue reading and job responsibilities and requirements will follow.

ZoomATL Street Team is an exciting internship that offers students a chance to get out and explore the city, promote a new product, and earn college credit while doing so. We are looking for enthusiastic individuals with excellent people skills to go out and market in all the Atlanta millennial hot spots. This gives Street Team members a chance to learn new ways to reach their generation through outside marketing and make new connections. Our ideal candidate is someone who walks into a room of people and can't leave without making a few friends.

Sincerely,

[Insert Name]

[Position Title]





ZoomATL Street Team Member Job Description:

Job Responsibilities

- Interns will assist in the creation a long-term social media plan and marketing calendar for the Street Team
- Relationship building with our millennial community by outside face-to-face marketing while helping with on the go posts on Facebook, Twitter, LinkedIn, and other media accounts
- Get acquainted with tracking social media using Hootsuite, and report those results to our lead ZoomATL team
- Assisting graphic designers in the creation of compelling content that will be distributed around Atlanta
- Review feedback from our customers and brainstorm new ways to create positive feedback
- Assist our director of social media marketing in building and presenting social media strategy
- Anticipate additional opportunities in related projects

Job Requirements

- Background in marketing, communication, non-profit management or other related discipline
- Outgoing and personable
- Strong communication skills
- Work effectively with a team
- Organized, with an ability to prioritize time-sensitive assignments
- Creative and flexible
- Familiarity with social networking sites desired, but we will also train
- Must share interest in millennial related issues, be ready to learn, have access to outside resources, and be a generally socially conscious individual
- Have an Interest in community development.

To apply, please email your cover letter and resume to [insert name] at [email].

