



Global Public Affairs, Community and Retail Internships

2018 Pre-Professional Student Summer Internships

Target Start Date: June 2018

Target End Date: August 2018

Summer Internships are available to either undergraduate or graduate students. The positions are based in Atlanta, working in the Company's Global Public Affairs, Communications and Sustainability (PACS) function, with specific interns reporting into: 1) International Government Relations & Sustainability; 2) Global Community Affairs; 3) Retail and Licensing Design; 4) Retail and Licensing eCommerce.

The mission of PACS is to champion positive corporate reputation and amplify brand engagement that enables sustainable growth and enrichment of communities where we operate. 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 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:

International Governmental Relations & Sustainability: This team focuses on communications surrounding local governments and NGOs from around the globe as well as the Company's global sustainability goals. 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.

Global Community Affairs: This team manages The Coca-Cola Company's community engagement and support around the world through charitable contributions. These contributions are primarily made through The Coca-Cola Foundation, the company's philanthropic arm. Our contributions are aligned with the Company's global sustainability priorities – including water stewardship, women's empowerment, community building, education and recycling. The team seeks communications degree candidate with strong communications, writing and social media skills.

Retail & Licensing Design: Coca-Cola Licensing and Retail operates as a smaller business within a larger company and extends our brands by adding our trademarks and imagery to apparel/accessories, drinkware, collectibles and gift items. We sell products at top retailers around the world and in a handful of owned experiential stores. Our multi-disciplinary design team seeks a graphic designer with a passion for the Coca-Cola brand, product/fashion design, and pop culture. Mixing archival inspiration with current/future retail trends, we create branded products that celebrate Coca-Cola stories and resonate with consumers. The internship will offer insight as to what creates a successful brand extension, exposure to the product development/marketing process, and how design functions as part of a global business. Individuals should be comfortable working collaboratively on projects big and small. Must be adept in Adobe Creative Suite (Illustrator, Photoshop, InDesign). Strong understanding of typography, layout, with careful attention to detail. Candidates should be connected to youth culture, and retail/ fashion trends. Graphic illustration skills a plus.

Retail & Licensing eCommerce: As part of our retail business, this position is specifically focused on selling our highly coveted items on Cokestore.com, our company-owned direct-to-consumer website. Licensed Merchandise was launched on Cokestore.com in November of 2016 with 100 initial SKUs and has since grown to over 850 SKUs and multiple categories and programs. This internship will have one or more of the following projects: analyze, troubleshoot and help execute Cokestore.com's international shipping pilot, build out the owned social media for Cokestore.com (Facebook, Instagram, Pinterest) or create a strategy around events marketing (corporate, weddings) for Cokestore.com that maximizes both personalized bottles and licensed merchandise sales. We are seeking a highly enthusiastic candidate with digital/eCommerce experience, broad-based business skills and excellent project management ability.



Salary/Benefits: Those accepted in the program will receive compensation, which will be disclosed when an offer is extended. 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:

Last day for accepting applications: Friday, March 23, 2018

Notification of selection to interview: Friday, April 6, 2018

Offer date: Friday, April 20, 2018

Application Process:

Send an e-mail with cover letter, two writing samples and resume to pacintern@coca-cola.com. The cover letter should clearly state the applicant's primary area of interest.

Writing samples may vary based on area of interest. Suggestions include press release, article written for publication, blog entry, formal correspondence, case study, strategic work plan, graphic design piece.

If applicants have questions about the internships or the process, please contact pacintern@coca-cola.com.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- or no-sugar options to help people moderate their consumption of added sugar. In addition to our namesake Coca-Cola drinks, some of our leading brands around the world include: AdeS soy-based beverages, Ayataka green tea, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater, and Zico coconut water. At Coca-Cola, we're serious about making positive contributions to the world. That starts with reducing sugar in our drinks and continuing to introduce new ones with added benefits. It also means continuously working to reduce our environmental impact, creating rewarding careers for our associates and bringing economic opportunity wherever we operate. Together with our bottling partners, we employ more than 700,000 people around the world.