

**Organization Name:**

Georgia Rotary Districts Character Education Program, Inc (GRDCEP)  
AKA: Georgia Laws of Life Essay Contest

**Address:** 80 Sharp Top Mountain Trail, Box 20332, Jasper, GA 30143

**Phone:** 404-590-4939

**Web site:** <https://georgialawsoflife.org/>

**Internship Supervisor:** Carol Gray Walker, Executive Director

**Supervisor's contact information including e-mail:**

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**Organization's Mission Statement:**

To inspire Georgia high school students to recognize and embrace the power of positive character values.

**Summary of organization's primary programs and services:**

The Georgia Rotary Districts Character Education Program, Inc. (GRCEP) is a nonprofit organization dedicated to promoting character education among Georgia's youth through the Georgia Laws of Life Essay Contest (GLL). This statewide contest invites high school students to reflect on and articulate values such as honesty, perseverance, and compassion through personal essays based on a meaningful quote or "law of life" of their choice.

**Core Elements of the Georgia Laws of Life Essay Contest:**

1. **Essay Writing:** Integrated into the high school Language Arts curriculum, the contest fosters self-reflection, ethical decision-making, and the development of critical writing skills.
2. **School Participation:** GLL collaborates with high schools, providing educators with resources and training to incorporate the contest seamlessly into their curriculum.
1. **Recognition and Rewards:** The program awards prizes at grade, school, and state levels, celebrating student achievements and inspiring others to engage with the contest.
2. **Teacher Support:** GRCEP provides tools, lesson plans, and training for teachers to facilitate meaningful discussions and guide students in the essay-writing process.
3. **Community Involvement:** Schools and Rotary Clubs partner in their local community recognizing winners, and strengthening ties between students, educators, and community leaders. Winning essayists, along with their teachers and parents, are invited to a Rotary Club meeting to share their essays.

4. **Volunteer Engagement:** Volunteers contribute thousands of hours annually as essay judges who select the winning student essays and program advocates
5. **Volunteer Engagement:** Nearly 300 volunteers contribute thousands of hours annually as essay judges and program advocates.

The GLL program fosters self-reflection, ethical decision-making, and character development in students, equipping them with the values essential for personal and professional success. Writing a Laws of Life Essay helps students reflect on who they are and what they value. Reading a winning essay at a Rotary Club recognition event provides a positive experience with public speaking for the winner.

**Intern's title:** Marketing & Communications Intern

**Number of interns requested:** 1

**Internship project/job description (Please detail degree to which position is in-person, virtual, or hybrid.):**

Georgia Laws of Life (GLL) is a statewide character education and reflective writing program that empowers high school students to explore their values, strengthen their voice, and develop leadership skills through a meaningful essay contest. Each year, more than 30,000 students participate across Georgia.

### **Internship Overview**

Georgia Laws of Life is seeking a creative, motivated Marketing & Communications Intern to help grow our social media presence, expand our audience, and amplify student and community stories across digital platforms. This intern will play a hands-on role in designing and executing a social media growth campaign, working closely with GLL staff to move the needle on engagement and followers. This is an excellent opportunity for a student interested in marketing, communications, nonprofit storytelling, education, or social impact.

The intern will work closely with the Executive Director and collaborate with a contract communications and grant writing professional, with additional exposure to skilled professionals through the Board of Directors and board committees.

### **Key Responsibilities**

- Assist in planning, creating, and scheduling content for social media platforms (Instagram, Facebook, LinkedIn, and others as appropriate)
- Collaborate with GLL staff to develop and implement a social media campaign focused on audience growth and engagement
- Draft compelling captions, posts, and short-form storytelling content that highlights student voices, alumni impact, volunteers, and partners
- Design key marketing collateral, including social media graphics, short videos/reels, email headers, digital flyers, and website images
- Track social media metrics (followers, reach, engagement) and help evaluate campaign performance
- Support content creation for newsletters, email campaigns, and website updates as needed
- Assist with event promotion and post-event digital storytelling
- Research trends, hashtags, and best practices to increase visibility and reach

**Learning Opportunities**

- Real-world experience developing and launching a digital marketing campaign from concept to execution
- Exposure to nonprofit communications strategy and audience engagement
- Portfolio-worthy content creation and campaign analytics
- Mentorship from experienced nonprofit professionals
- Opportunities to attend events, meetings, and engage with community partners

**Qualifications**

- Strong writing and communication skills
- Interest in social media, digital storytelling, and cause-driven marketing
- Familiarity with major social media platforms (Instagram, Facebook, LinkedIn, TikTok a plus)
- Organized, self-motivated, and comfortable working independently and collaboratively
- Basic design skills (Canva, Adobe, etc.) a plus but not required

**Time Commitment & Location**

- Approximately 10–15 hours per week (flexible)
- Remote position with occasional in-person opportunities in the metro Atlanta area.

**Other requirements, if any, for this position (security check, drug screen, immunizations, etc.)?** Security check paid for by the organization.

**Will the internship require that the student have a car?** A car is helpful but not required.

**Is placement site accessible by public transit or other transportation options?** The Georgia Laws of Life office relocated to Jasper, GA in fall 2025. This internship is fully remote, with most meetings held via Zoom. For any needed one-on-one meetings, GLL staff will meet the student intern at a convenient location. GLL events are typically held in Metro Atlanta.