

COMMUNICATION INTERN

Company Overview

Darden's family of restaurants features some of the most **recognizable and successful brands in full-service dining** — Olive Garden, LongHorn Steakhouse, Yard House, Ruth's Chris Steak House, Cheddar's Scratch Kitchen, The Capital Grille, Seasons 52, Eddie V's and Bahama Breeze. We own and operate more than **1,900 restaurants** and are proud to employ **190,000 team members**. Together, we create memorable experiences for more than **410 million guests** annually in hundreds of communities across North America.

At our Restaurant Support Center (RSC), approximately 1,000 of our team members — working in a variety of functions — provide the support our restaurant teams need to create those memorable experiences.

Whether you're supporting a single brand or our portfolio of differentiated brands, you'll find the work challenging, our results-oriented culture energizing, and our passion for serving others contagious.

The Internship Experience Summary:

- A full-time (40 hours/ week) 10-week program placement during the summer at Darden's RSC in Orlando, FL
 - o May 13, 2024 through July 19, 2024
- Interns are paid \$20/hour
 - Benefits include paid time for holidays (Memorial Day and Independence Day) and dining discounts
- Meaningful work experience that will add dimension to your experience and your resume
- Work evaluation at conclusion of the program to assess your strengths as well as any areas of development
- Mentorship from seasoned professionals
- Opportunities to interact with our executives and key leaders within our company
- The possibility of future career opportunities within the company

Housing & Transportation:

Individuals are responsible to provide their own housing and reliable transportation to/from work during the internship experience.

Dress and Appearance Guidelines:

RSC employees are welcome to wear casual attire every day of the week. This includes jeans, capris, T-shirts, and athletic shoes. Business casual attire may be required for certain occasions.



About Darden Communications

At Darden, our Communications team serves as an in-house agency to use the power of storytelling to support our business priorities. Ranging from Corporate Communications to Brand Communications to Social Media, our team finds creative ways to engage with our team members, guests and shareholders. This internship will provide support across our various Communications teams.

Our Brand Communications team focuses on:

- Public relations and influencer campaigns
- Restaurant communications
- Team member engagement
- Executive communications

Our Corporate Communications team focuses on:

- Financial communications
- Issues and crisis management
- Sustainability and philanthropic communications
- Human Resource communications
- Restaurant Support Center communications

Our Social Media team focuses on:

- Real-time community engagement
- Content creation
- Guest recovery
- Trends and moments-in-time

Internship Requirements

Candidates must meet the following qualifications:

- Successful completion of three years of related undergraduate degree program, such as Public Relations or Communications
- Must be able to commit to a 10 week placement scheduled to begin May 13, 2024
- Minimum 3.0 GPA
- Excellent writing and editing skills, including AP Style
- Ability to support communications efforts, including developing collateral, pulling media lists and hits and coordinating media opportunities
- Ability to support social media efforts, including supporting content creation activities (copywriting and/or graphic design), engaging with guests and team members, reviewing data to identify insights, etc.
- Strong writing skills, including working knowledge of communications best practices and tactics
- Knowledge and understanding of social media platforms (Facebook, Instagram, LinkedIn, Tik Tok, etc.) and how to use them to engage audiences
- Flexible and proven aptitude to work in a fast-paced team environment
- Creativity, curiosity and willingness to research and seek out solutions and innovations
- Strong project management skills, ability to prioritize and comfort managing multiple deliverables
- Comfort interacting with restaurant teams and other key partners



DIGITAL MARKETING INTERN

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About Darden Data and Digital Marketing

At Darden, we believe Data and Digital marketing are key competitive advantages for our business. With 9 brands delivering exceptional and memorable experiences to our guest every day, our data provides us with a wealth of information about them that we leverage to build smart digital plans.

Our Digital Marketing team is responsible for more than just placing digital media. We work closely with cross-functional teams like Marketing and Finance to build strategic digital plans that meet the brand priorities, deliver value to our guests and build incremental visits to our restaurants.

Our Data and Digital Marketing team focus on:

- Data analysis, targeting strategies and audience performance reporting
- Digital media activation including planning, application and reporting
- Test & Learn planning across all channels, test architecture development and activation, reporting and lesson learned compilation
- Media vendor management for direct engagements as well as agency management to deliver across all brands and deliverables on time and on budget

Internship Requirements

- Candidates must meet the following qualifications:
- Successful completion of three years of related undergraduate degree program
- Must be able to commit to a 10 week placement scheduled to begin May 13, 2024
- Minimum 3.0 GPA
- Excellent analytical skills; ability to analyze multiple sets of data to drive insights from audience and media channel performance
- Working knowledge of digital marketing best practices and tactics
- Demonstrated curiosity and initiative with willingness to seek out solutions and innovations that enhance digital marketing performance
- Excellent verbal and written communication skills
- Flexible and proven ability to work in a fast-paced team environment
- Proficiency with Microsoft Word, Excel, and PowerPoint
- Strong project management skills, ability to prioritize and comfort managing multiple deliverables
- Comfort interacting with restaurant teams and other key partners
- A passion for food
- Active participation in a campus organization related to marketing and/or digital marketing a plus



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About Brand Marketing At Darden

Marketing at Darden is one of our pillars in delivering brand excellence. We are continually growing a highly skilled Marketing workforce with the experience and leadership abilities to help our company to be a winner financially while most importantly nourishing and delighting our Guest.

Our Brand Marketing team focuses on:

- Food and Beverage Strategy food and beverage development
- Communications media planning and creative development
- Data Analytics driving insights from data
- Technology Enhancements enhancing the Guests experience through technology

Internship opportunities are available within Olive Garden, LongHorn Steakhouse, Ruth's Chris, Cheddar's Scratch Kitchen, or our Specialty Restaurant Group (Yard House, The Capital Grille, Seasons 52, Bahama Breeze, Eddie V's) in either Brand Management or Culinary and Beverage Strategy.

Internship Requirements

Candidates must meet the following qualifications:

- Successful completion of three years of related undergraduate degree program in Marketing
- Must be able to commit to a 10 week placement scheduled to begin May 15, 2023
- Minimum 3.0 GPA
- Excellent writing and editing skills, including AP Style
- Excellent analytical skills
- Excellent verbal and written communication skills
- Proficiency with Microsoft Word, Excel, and PowerPoint
- A passion for food
- Flexible and proven aptitude to work in a fast-paced team environment
- Creativity, curiosity and willingness to research and seek out solutions and innovations
- Strong project management skills, ability to prioritize and comfort managing multiple deliverables
- Comfort interacting with restaurant teams and other key partners
- Previous Marketing experience is a plus