

Midwest Dairy Association Integrated Communications Internship Summary



Internship Description: Midwest Dairy Association, which promotes consumer demand for dairy foods within a 10-state region, is looking for an intern for the association's Overland Park, Kan., office. The internship position is open to a recent college graduate or current student, majoring in public relations, marketing communications, journalism or related program. A preference will be given to student applicants entering their junior or senior year.

Internship Available: Summer 2012; 32 hours per week for at least 10 weeks.

This is a hands-on opportunity, where a candidate will have 8:30 – 5 p.m. office hours, four days per week, with start and end dates to be determined upon hiring. This position will report to the Vice President, Integrated Communications.

Duties: Responsibilities may include, but are not limited to: writing and distributing news releases; media pitching; compiling media lists; assist with media monitoring and measurement; social media; coordinating special events; writing and production of promotional pieces, including newsletters, handouts, Web copy and internal communication pieces; and other various forms of support to the Midwest Dairy Integrated Communications Team.

Position Requirements:

- Excellent communication skills, including writing and public speaking.
- Strong organizational skills, maturity and the ability to work independently.
- Computer experience.
- Must locate near Midwest Dairy's office, and have reliable transportation.

Compensation:

- Paid – \$12 per hour; college credit provided if internship meets school's requirements.
- Mileage and other expense reimbursement according to association policy.
- Training and personal development opportunities.
- Copies of completed projects, articles and other materials.

Selection:

Please *e-mail* a resume with cover letter, writing sample and list of three references to Samantha Carter, Integrated Communications Specialist at scarter@midwestdairy.com.

These e-mailed applications are due Monday, March 12, 2012. Qualified internship candidates will be asked to complete writing and editing tests.

Finalists will be notified for interviews by Friday, March 16.

Internship Contact:

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Integrated Communications Specialist
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