

# MIDWEST DAIRY ASSOCIATION INTEGRATED COMMUNICATIONS INTERN 2012

The Midwest Dairy Association Integrated Communications Internship provides an excellent opportunity for students interested in communications, public relations, marketing, food science or agribusiness. The intern must positively represent Midwest Dairy Association objectives as they gain practical experience in communication, public relations and marketing programs for dairy products.

## **POSITION DURATION AND LOCATION**

This position is located in the Midwest Dairy Association corporate office in St. Paul, Minn. Applicants must be available to work through Labor Day to accommodate the Minnesota State Fair. There is a potential to accommodate a move-in date for college prior to Labor Day. The start date for the internship is negotiable.

## **ELIGIBILITY**

Eligible participants must be at least 18 years of age and either students in Iowa, Minnesota, North Dakota, South Dakota, Missouri, Illinois, Kansas, Nebraska, Oklahoma or Arkansas, or students who are permanent residents of those states. Preference will be given to those possessing strong communication and organizational skills. The candidates need not be from a dairy farm, but those with knowledge of the dairy industry are preferred.

## **SELECTION**

Applicants must submit, *via email*, a resume, a list of three references and a two-page written essay describing two ways in which Midwest Dairy can best serve its dairy producer funders to drive product sales and/or enhance dairy producer image. **These emailed applications are due January 15, 2012.**  
**Please email all applications to:**

**Sherry Newell, Director of Communications, at [snewell@midwestdairy.com](mailto:snewell@midwestdairy.com)**

**Finalists will be notified for interviews by January 30, 2012.** The intern will assume a salaried internship and must be prepared to reside within commuting distance of the St. Paul office.

## **DUTIES**

Specific duties of the intern will be to assist Midwest Dairy staff with meeting our integrated communication objectives. Activities may include: writing news releases and website materials; shooting and preparing video and still photo segments; assisting with promotion activities at state fairs; assisting with the Princess Kay program and State Fair initiatives; coordinating displays and promotional activities; assisting in future intern recruitment; and providing various forms of support to the Midwest Dairy Industry Integrated Communications Team and State Fair project team.

*For more information, contact:*

*Sherry Newell  
Director of Communications  
Midwest Dairy Association  
28952 Island Lake Road  
Cold Spring, MN 56320  
320-363-4829  
Fax 320-363-0957  
[snewell@midwestdairy.com](mailto:snewell@midwestdairy.com)*

# 2012 Midwest Dairy Integrated Communications Internship Program

## **Background**

This internship program is designed to assist the Midwest Integrated Communications Team and its public and industry relations activities. Additionally, the intern will create and update information for the organization's websites. The position offers potential benefits to the dairy industry, the association and the student.

## **Program Objectives**

1. Provide an outstanding young adult the opportunity to positively represent and work on behalf of the dairy industry in order to advance Midwest Dairy's corporate objectives.
2. Provide a challenging, educational and rewarding opportunity for a young person to gain a practical education about the function of business, specifically the marketing and generic promotion of real dairy products. This program also provides the intern with professional training and development opportunities.
3. Generate assistance (human resources) to implement Midwest Dairy's program of work.
4. Introduce potential future employees to Midwest Dairy, and position the association as a potential future employer to interns and candidates.
5. Provide constructive input about the organization's programming and operations, specifically about the internship program and its potential value for upcoming years.
6. Build awareness in the academic and agricultural communities of Midwest Dairy as an organization that offers interesting and rewarding career opportunities. It also allows the association to build rapport with academic and agricultural leaders who may lend assistance/recommendations when the association fills professional positions.

## **Position Description**

**Term:** Three months approximately June 1 – Labor Day.

This experiential learning opportunity is short-term (summer) employment based in the Midwest Dairy Association St. Paul office. During the summer program, the intern will be a paid employee of Midwest Dairy, earning \$4,500 for three months, but will not be eligible for any benefits other than those provided to all employees under applicable law. The intern will work full-time hours, which may include some weekends, and unlimited hours during the applicable state fair responsibilities. Some flexibility in start dates, or during the employment period, is allowed.

### **Responsibilities may include, but are not limited to:**

- Assist with the writing, development and distribution of media materials.
- Work with staff to identify and develop other promotional and educational materials and displays for use at state fairs.
- Write and update information on the organization's websites.
- Assist with programs such as: farm tours and open houses; dairy princess programs; social media efforts; and June Dairy Month and similar promotion activities.
- Assist with planning and onsite implementation of State Fair activities.
- Perform miscellaneous administrative and support functions including, but not limited to, report writing, ordering materials and collecting information.
- Perform other tasks as assigned.

### **Relationships**

1. Directly responsible to and reports to the Director of Communications.
2. Participates in the State Fair project team.
3. Works under the direction/supervision of project leaders on specific projects.

### **Reporting**

1. Weekly Itinerary and Activity Reports.
2. Expense Reports as needed according to association policy.
3. Monthly Mileage Reports as needed according to association policy.
4. Program/Project Updates as requested.

### **Compensation**

1. Receive \$4,500 for three months paid in two-week increments.
2. Mileage and other expense reimbursement according to association policy.
3. Workers' compensation and liability insurance during summer employment.
4. Training and personal development opportunities.
5. Copies of completed projects, articles and other materials for future reference.

### **Requirements**

1. Must be a student that is a permanent resident of Iowa, Minnesota, North Dakota, South Dakota, Missouri, Illinois, Kansas, Nebraska, Oklahoma or Arkansas or be a student enrolled in a college or university in one of these states.
2. Must be at least 18 years old on January 1, 2012.
3. Must be available for short-term employment of the Midwest Dairy from approximately June 1 –Labor Day.
4. Must have an interest in communications, marketing, public relations and/or the dairy industry.
5. Must certify availability and participation in short-term summer employment.

6. Must locate in or near the Midwest Dairy St. Paul office, and have reliable transportation.

***A preference will be given to applicants with:***

1. Excellent communication skills, including writing and public speaking.
2. Strong organizational skills, maturity and the ability to work independently.
3. Familiarity with the dairy industry, state fairs and dairy princess programs.
4. A background or interest in marketing or agriculture.
5. Computer experience.

**Application Process & Other Provisions**

1. All emailed applications must include a resume' with a two-page, typed, double-spaced essay describing two ways Midwest Dairy can best serve its dairy producer funders to drive product sales and/or enhance dairy farmer image; and a list of three references including, but not limited to, current and former employers.
2. Upon selection, the intern must certify that he or she will be available and will participate in the entire State Fair.
3. Although the association anticipates the internship will last for approximately three months, no selected intern is guaranteed to have his or her internship last for any period of time. The association reserves the right to end the internship of an individual at any time for any reason. Agreement by an individual to participate in the internship does not constitute a contract or guarantee of employment.
4. The association reserves the right to discontinue the program if no qualifying applications are received as determined by the association or for any other reason.
5. Family members of Midwest Dairy directors or management-level staff are ineligible for consideration unless the Midwest Dairy board grants a special exception.
6. Candidates who plan to enter Minnesota's dairy princess competition in 2012 or in future years are ineligible.

**All application materials are due by January 15, 2012. Email documents to:**

*Sherry Newell  
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Midwest Dairy Association  
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