**2021 MIDWEST DAIRY**

**CORPORATE COMMUNICATIONS INTERN**

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

**POSITION DURATION AND LOCATION**

This internship is located in the Midwest Dairy corporate office in St. Paul, Minnesota.

Approximate Dates: May 24 to September 6, 2021

ELIGIBILITY

Eligible candidates must be at least 18 years of age and either students in or permanent residents in Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma or South Dakota. Candidates need not be from a dairy farm.

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

1. Excellent communication skills, including written and verbal communications, understanding of AP style and experience with social media.
2. Strong organizational skills, communications experience and the ability to work independently.
3. Experience with programs such as Microsoft Office and Adobe applications.
4. Understanding or familiarity with the dairy and/or ag industries.

SELECTION

Applicants must submit, ***via email***, a cover letter, resume, two writing samples and list of three references to:

Calli Jo Smith

Manager, Corporate Communications

csmith@midwestdairy.com

The emailed application is due by **October 30, 2020**.

The Corporate Communications intern will be selected and notified by November 15, 2020. The intern will assume a salaried internship and must be prepared to reside within commuting distance of the St. Paul, Minnesota, office.

DUTIES

Specific duties of the intern will be to assist Midwest Dairy staff with meeting our Corporate Communications objectives. Activities may include: writing for and editing publications, news releases or website, social media planning and posting; creating promotional materials that may include video, photos, handouts or displays; assisting with communications-related projects conveying checkoff value messages to dairy farmers or partners; and providing various forms of support to the Midwest Dairy Corporate Communications team.

For more information, contact:

Calli Jo Smith

Manager, Corporate Communications

csmith@midwestdairy.com

651-703-1712

**2021 Midwest Dairy Internship Program**

PROGRAM OBJECTIVES

1. Provide an outstanding college student 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 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 organization 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 organization to build rapport with academic and agricultural leaders who may lend assistance/recommendations when the organization fills professional

POSITION DESCRIPTION

**Term:** Three months approximately May 24 to September 6, 2021. If desired, the start date may be earlier with time off provided during the summer months.

This experiential learning opportunity is short-term (summer) employment based in the Midwest Dairy St. Paul, Minnesota, office. During the summer program, the intern will be a paid employee of Midwest Dairy, 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. Some flexibility in start dates, or during the employment period, is allowed.

Responsibilities may include, but are not limited to:

* Assist with planning, writing, development and distribution of farmer newsletter, quarterly publication and other promotional and educational materials associated with Corporate Communications strategic objectives.
* Assist in development of materials to share checkoff value messages through Midwest Dairy’s digital platforms, including website, social media properties and Dairy on the Air podcast.
* Assist with the writing, development and distribution of ag media materials, including news releases, fact sheets and media pitches.
* Work with communications managers to identify and develop other promotional and educational and marketing materials for use in promoting Dairy on the Air podcast and other Corporate Communications initiatives.
* Perform miscellaneous administrative and support functions including, but not limited to, report writing, ordering materials and collecting information.
* Perform other tasks as assigned.
* Travel (expenses paid), sometimes overnight, to meetings in support of Corporate Communications initiatives.

*This is not meant to be a complete list. It is used as a guide to potential work activities for the internship position.*

**RELATIONSHIPS**

1. Directly responsible to and reports to the Corporate Communications Manager
2. Collaborates with co-workers throughout the organization
3. Works under the direction/supervision of project leaders on specific projects

**REPORTING**

1. Weekly itinerary and activity reports
2. Program/project updates as requested

COMPENSATION

1. Receives fair compensation that will be discussed during interviews
2. Mileage and other expense reimbursement according to Midwest Dairy 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 that do not contain any confidential/internal information

**REQUIREMENTS**

1. Must be a student that is a permanent resident of or enrolled in a college or university in Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma or South Dakota.
2. Must be at least 18 years old on January 1, 2021.
3. Must successfully pass Midwest Dairy’s background screening process.
4. Must have an interest in communications, marketing, public relations and/or the dairy industry.
5. Must confirm availability and participation in short-term summer employment from approximately May 24 through September 6, 2021.
6. The position is located in Midwest Dairy’s St. Paul, Minnesota, office.

APPLICATION PROCESS AND OTHER PROVISIONS

1. All emailed applications must include a cover letter, resume, two writing samples and a list of three references including, but not limited to, current and former employers.
2. Although Midwest Dairy 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. Midwest Dairy 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.
3. Midwest Dairy reserves the right to discontinue the program if no qualifying applications are received as determined by the association or for any other reason.
4. Family members of Midwest Dairy directors or staff are ineligible for consideration unless the Midwest Dairy Corporate board grants a special exception.
5. Must be able to pass a background check.