**2021 MIDWEST DAIRY ASSOCIATION**

**SUMMER INTERNSHIP PROGRAM**

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

**POSITIONS AVAILABLE**

**Springfield, IL**:  Position located in Springfield, IL.

Approximate dates: May 24 – late- August. (Must be available the majority of the Illinois State Fair which is August 12 – 22, 2021).

 **ELIGIBILITY:**

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, 2021.
3. Must be available for short-term employment at Midwest Dairy from approximately May 24 – late-August 2021. (Must be available the majority of the Illinois State Fair which is August 12 - 22, 2021).
4. Must have an interest in communications, marketing, public relations and/or the dairy industry.
5. Must locate in or near Springfield, IL and have reliable transportation.

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

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

**SELECTION**

1. Applicants must submit, ***via e-mail***, a resume and cover letter.

**These e-mailed applications are due October 30, 2020. Please e-mail all applications to:**

**Kendra Anderson: kanderson@midwestdairy.com**

**Finalists will be notified for interviews by December 4, 2020.** The intern will assume a salaried internship in the Springfield, IL area and must be prepared to reside within commuting distance of the job responsibilities.

**2021 Midwest Dairy Internship Program**

**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 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 positions.

**Position Description**

Term: Three months approximately May 24 – late-August 2021. (Must be available the majority of the Illinois State Fair which is August 12 - 22, 2021). This experiential learning opportunity is short-term (summer) employment based in Springfield, IL. 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, 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 (traditional and social) materials.

* Work with Farmer Relations Manager to identify and develop other promotional and educational materials and displays for use at state fairs and other promotional events.
* Write regular internal and external Midwest Dairy publications via Midwest Dairy News.
* Assist specific Midwest Dairy staff members with programs unique to their state, such as: farm tours and open houses; social media efforts; National 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 a staff member of Midwest Dairy.
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 organization policy.
3. Monthly mileage reports as needed according to organization policy.
4. Program/project updates as requested.
5. Complete a timesheet.

**Compensation**

1. Receive 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.

**Other Provisions**

1. Upon selection, the intern must certify that he or she will be available and will participate in the entire applicable state fair.
2. Although the organization 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 organization 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. The organization reserves the right to discontinue the program if no qualifying applications are received as determined by the organization or for any other reason.
4. Family members of Midwest Dairy directors or staff are ineligible for consideration unless the Midwest Dairy board grants a special exception.
5. Must be able to pass a background check.

**2021 Internship Specific Work Activities:**

**ILLINOIS**

**Assist with planning and participate in National Dairy Month activities to include**:

* National Dairy Month Proclamation signing event
* Kilgus Creamery Farm Breakfast
* Winnebago - Boone Farm Bureau Breakfast
* Stephenson County Ag Breakfast
* Lenkaitis Holsteins Open House
* Greenville Dairy Days
* Marcoot Jersey Creamery Open House

**Additional activities include**:

* Planning interactive dairy experiences for consumers at local events
* Planning State Fair events, activities and exhibits
* Coordinating dairy farmer volunteers to help with activities at the state fair
* Assisting with dairy products judging at state fair
* Attending and networking at media day during state fair
* Assisting with press releases or feature stories related to internship, environmental issues, National Dairy Month activities, July Ice Cream Month, Ag in the Classroom programs.
* Writing press releases for 2021 IL Division Scholarship winners
* Writing and submitting success stories to Midwest Dairy News
* Attending coalition meetings to understand relationships with other commodity groups and partners.
* Writing farmer stories for the Midwest Dairy website.

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