

2023 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 farmer communications and marketing programs and projects on behalf of dairy farmers.

POSITION DURATION AND LOCATION

This is a hands-on internship, where the student will have office hours five days per week, either in office and/or hybrid mix. This internship is located in the Midwest Dairy corporate office in St. Paul, Minnesota. Start and end dates to be determined upon hiring, but approximate dates are from June 5 to September 4, 2023.

ELIGIBILITY

Eligible candidates must be at least 18 years of age and a student enrolled in a college or university Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma or South Dakota. Candidates must be able to reside in or around St. Paul, MN, for the duration of their internship. 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 and understanding of AP style.
2. Experience with social media and experience or interest in public relations.
3. Strong organizational skills, communications experience, and the ability to work independently.
4. Experience with programs such as Microsoft Office and Adobe applications.
5. 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:

Stephanie Onken
Manager, Corporate Communications
sonken@midwestdairy.com

The emailed application is due by **December 2, 2022**. Finalists selected for interviews will be notified by December 2, 2022.

The Corporate Communications intern will be selected and notified by January 6, 2023. The intern will assume a salaried internship and must be prepared to reside within commuting distance of the Minnesota office located at 2015 Rice Street #100, Saint Paul, MN 55113.

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:

Stephanie Onken
Manager, Corporate Communications
sonken@midwestdairy.com
651-401-1481

2022 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 marketing and communication. 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 early June to early September. 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 and social media properties.
- 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 other Corporate Communications initiatives.
- Perform miscellaneous administrative and support functions including, but not limited to, report writing, ordering materials, and collecting information.
- Represent the Corporate Communications team at the various State Fairs, as needed.
- 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 enrolled in a college or university in Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, or South Dakota. Must be able and willing to live in or around St. Paul, MN, during the duration of the internship.
2. Must be at least 18 years old on January 1, 2023.
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 June 5 through September 4, 2022.
6. The position is located at Midwest Dairy's Minnesota office located at 2015 Rice Street #100, Saint Paul, MN 55113.

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 set 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.