Minnesota Farmer Relations Internship

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.

Position Description

Term: Three months approximately June 1 – September 6, 2021 (Must be available for the Minnesota State Fair). This experiential learning opportunity is short-term (summer) employment based in the Saint Paul, MN 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, which may include some weekends. There is some flexibility as to the start date and time off during the internship.

Location: Position located in the Saint Paul office.

Internship Timeframe: June 1 – September 6, 2021.

Program Objectives

1. Provide a college student with the opportunity to positively represent and work on behalf of the dairy industry in order to advance Midwest Dairy’s program 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.

2021 Internship Work Activities:

Assist with planning and to participate in work activities that include:

- Plan and implement regional Minnesota Milk legislative farm tours and lunches
- Assist with Minnesota Milk Membership events
- Assist with 2021 Minnesota Milk Summer Escape
- Assist with 2021 Minnesota State Fair activities
- Write and submit success stories to Midwest Dairy Promotion in Action
• Contribute to Minnesota Milk communication publications as requested.
• Attend coalition meetings when applicable to understand relationships with other commodity groups and partners.

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

**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 events.
- Write regular internal and external Midwest Dairy publications via Midwest Dairy Promotion in Action.
- Assist specific Midwest Dairy staff members with programs unique to their state, such as: farm tours and open houses; dairy princess programs; social media efforts; and June Dairy Month and similar promotion 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. 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 time tracking document for work activities with various companies (i.e. ADA of Midwest, MMPA and Midwest Dairy).

**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 June 1 – September 6, 2021.
4. Must have an interest in communications, marketing, public relations and/or the dairy industry.
5. Must be able to work from the Saint Paul, MN office.

*A preference will be given to applicants with:*
1. Excellent communication skills, including writing, social media and public speaking.
2. Strong organizational skills and the ability to work independently.
3. Understanding or familiarity with the dairy industry, state fairs and, where applicable, dairy princess programs.
4. A background or interest in marketing or agriculture.
5. Computer experience.

**Compensation**

1. Compensation will be reviewed during interviews.
2. Mileage and other expense reimbursement according to Midwest Dairy policy.
3. Workers’ compensation and liability insurance during internship.
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 majority of the Minnesota 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 approves.
5. Must be able to pass a background check.

**SELECTION**

Applicants must submit, via e-mail, a resume, and a two-page, typed, double-spaced written essay describing two new initiatives that could help Midwest Dairy best serve its dairy producer funders. Please include a list of three references including, but not limited to, current and former employers.

These e-mailed applications are due November 13, 2020. Please e-mail all applications to:

Brittney Arnold: barnold@midwestdairy.com

Finalists will be notified for interviews by December 4, 2020. The intern will assume a salaried internship at the Saint Paul, MN office location and must be prepared to reside within commuting distance of the job responsibilities.