

2022 Midwest Dairy Marketing Communications Internship

The Midwest Dairy Marketing Communications Internship provides an excellent opportunity for students currently enrolled 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 on behalf of dairy farmers.

POSITION AVAILABLE

Kansas or Missouri: This is a hands-on opportunity, where a student will have office hours (either in-person or remotely) five days per week, with start and end dates to be determined upon hiring. Approximate dates are May 23 – August 12, 2022.

ELIGIBILITY

Eligible candidates must be at least 18 years of age and either a student in Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, South Dakota, or a student who is a permanent resident of those states.

The candidate must locate in or near a Kansas or Missouri metro area and be able to commute to an office location and events.

A preference will be given to applicants with:

1. Excellent communication skills, including writing and public speaking, and utilizing social media.
2. Strong organizational skills, communications experience and the ability to work independently with some direction.
3. Experience with programs such as Microsoft Office and Adobe applications.
4. Previous internship experience and entering their junior or senior year.

Candidates need not be from a dairy farm.

SELECTION

Applicants must submit, **via email**, a cover letter, resume, two (2) writing samples and a list of three (3) references.

Application materials are due November 29, 2021. Please email materials to:

- Samantha Carter, Manager, Marketing Communications at scarter@midwestdairy.com

Finalists selected for interviews will be notified by December 3, 2021.

An intern will be selected and notified by December 30, 2021. The intern will assume a salaried internship and must be prepared to reside near a Kansas or Missouri metro area.

2022 Midwest Dairy Internship Program

Program Objectives

1. Provide a 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 college student 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 late May – mid-August. If desired, the start date may be flexible with time off provided during the summer months.

This experiential learning opportunity is short-term (summer) employment either working remotely or within an office location residing near a Kansas or Missouri metro area. 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. 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 web, social, video, media, newsletter and other promotional and educational materials associated with agriculture literacy, and coalition and retail partnerships.
- Assist with planning, marketing, communications and event logistics of partner activities such as: consumer and youth events, dairy farmer and agriculture coalition programs; Missouri State Fair and similar activities.
- Assist with the writing, development and distribution of farmer communications materials including, but not limited to, web, social media, news releases, media pitches, presentations and newsletter copy.
- 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 Marketing Communications Manager.
2. Collaborates with co-workers throughout the business unit and 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.
3. Complete a timesheet.

Compensation

1. Receive fair compensation for three months paid in two-week increments.
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 (if not confidential in nature).

Application Process & Other Provisions

1. All emailed applications must include a cover letter, resume, two (2) writing samples and a list of three (3) 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 organization 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.