

2023 Midwest Dairy Illinois 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 AVAILABLE

Springfield, IL: Position located in Springfield, IL.

Approximate dates: May 22nd – late-August. (Must be available the majority of the Illinois State Fair which is August 10 – 20, 2023).

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, 2023.
3. Must be available for short-term employment at Midwest Dairy from approximately May 22nd – late-August 2023. (Must be available the majority of the Illinois State Fair which is August 10 - 20, 2023).
4. Must have an interest in communications, marketing, public relations and/or the dairy industry.
5. Must locate in or near Springfield, IL, have reliable transportation, and a willingness to travel the entire state of Illinois.

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.

Candidates need not be from a dairy farm.

SELECTION

Applicants must submit, **via email**, a cover letter and resume.

Application materials are due Friday, November 4, 2022. Please email materials to:

- Kendra Anderson, Manager, Farmer Relations: kanderson@midwestdairy.com

Finalists selected for interviews will be notified by December 2, 2022.

An intern will be selected and notified by December 30, 2022. The intern will assume a salaried internship and must be prepared to reside near Springfield, IL.

2023 Midwest Dairy Internship Program

Program Objectives

- 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.
- 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.
- Generate assistance (human resources) to implement Midwest Dairy's program of work.
- Introduce potential future employees to Midwest Dairy and position the organization as a potential future employer to interns and candidates.
- Provide constructive input about the organization's programming and operations, specifically about the internship program and its potential value for upcoming years.
- 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 – late-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 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 Illinois State Fair. 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. 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 and resume.
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.

Work Activities

Assist with planning and participate in National Dairy Month activities may include but not limited to:

- Kilgus Farmstead Breakfast on the Farm
- Lenkaitis Holsteins Open House
- 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, Ag in the Classroom programs
- Writing press releases for 2023 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
- Sharing Midwest Dairy resources at Summer Ag Institutes
- Assist Midwest Dairy staff members with programs such as farm tours and open houses, social media, and other promotion activities