



Marketing Communications Internship

Location: Hybrid-Work from home; required travel within South Business Unit

Midwest Dairy is excited to offer a Marketing Communications internship opportunity to students interested in communications, public relations, marketing, or agribusiness.

Communicating dairy sustainability and animal care to adult consumers and adolescents is critical to Midwest Dairy's strategic plan. Our Marketing Communications Intern would be an integral part of the Business Unit South department – reaching Arkansas, Kansas, Missouri and eastern Oklahoma consumers. This individual would be responsible for several projects that they can add to their portfolio, including writing content for websites, social media, and state fair, working with communications vendors, overseeing experiential activations, and more. The work of the Marketing Communications Intern is critical to reaching consumers and growing trust in dairy.

What You Bring:

- Excellent communication skills, including written and verbal communication; understanding of AP style.
- Experience with public-facing communications or consumer campaigns and experience or interest in public relations, marketing and social media.
- Strong organizational skills, communications experience, and the ability to work independently.
- Experience with applications such as Microsoft Office and Adobe.

What We Offer:

We value our interns and provide fair compensation, a great work environment, and valuable resources that go beyond your experience here.

- \$7,000 Stipend (completion of 12-week internship)
- Training and personal development opportunities
- Copies of completed project, articles, and other materials for personal portfolio. (Privacy Policies Apply)
- Connections to Industry Leaders
- Creation of an online portfolio that highlights your work and experience, culminating in a virtual presentation and showcased to your colleagues.
- Expense reimbursement

What You Will Be Responsible For:

- Assist with planning, writing, development and distribution of web, social, video, media, newsletter and other promotional and educational materials associated with Midwest Dairy consumer partnerships.
- Assist with planning, marketing, communications and event logistics of partner activities such as agriculture coalition programs, Missouri State Fair and similar activities.
- Write promotion updates and farmer profiles to be used in internal and external Midwest Dairy communications.
- Perform miscellaneous administrative and support functions including data entry, report writing, ordering materials, and collecting information.
- Participate as a member of the Business Unit South, including weekly department meetings (Huddles) and reporting; join Marketing Communications cohort monthly calls.
- Perform other tasks as assigned.
- Travel up to 10% (expenses paid), sometimes overnight, to meetings supporting Business Unit and Marketing Communications initiatives.

Requirements/Eligibility:

- Eighteen (18) years old before the start of the internship
- Either a permanent resident of one of the following states: Arkansas, Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, and South Dakota **OR** Currently attending a two- or four-year college in one of these states.
- A background in agriculture or dairy farming is NOT REQUIRED. We encourage candidates from all varying backgrounds to consider applying.
- Complete a background check.
- Current driver's license or have access to reliable transportation to on-site work or meeting locations.
- Family members of Midwest Dairy farmer board directors or staff are ineligible for consideration unless the Midwest Dairy Corporate Board grants a special exception.
- Candidates who are current Midwest Dairy state ambassadors or dairy princesses/candidates are not eligible unless they are willing to give up their ambassador or princess position if selected for the internship.
- Applicants must be available to work 40 hours per week. The period of this internship is late May through early August, tentatively May 27 – August 8, 2025. The start- and end date for the internship are flexible but must be finalized with the Internship Supervisor by April 15, 2025.

"You get so much MOO-re with us!"

MidwestDairy.com

Selection Process:

Submit applications via email to hr@midwestdairy.com. Include the following items in one PDF file.

- Cover Letter (1 page)
- Resume (1-2 pages)
- Three (3) writing samples that showcase your alignment with the work.
- Two references (including name, relationship to applicant, phone number, and email address).

General Timeline

- Application Deadline – November 4th, 2024
- 1st and 2nd round interviews starting in mid-November
- Final selection/offer complete by mid-January

Who We Are:

At Midwest Dairy, we are proud to represent over 4,000 dairy farms to forty-one million consumers across our region. We work on their behalf to build dairy demand by inspiring consumer confidence in our products and production practices. We work with others to give consumers an excellent dairy experience (Our Mission). Our efforts on sharing insights and developing programs and resources for our retail, health and wellness, school food service and industry partners.

We are bringing dairy to life for a better world (Our Vision) with exciting flavors, convenient products, memorable experiences, and credible information. We are funded by farmers across a 10-state region, including Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Illinois, Missouri, Kansas, Arkansas, and eastern Oklahoma. As part of the national dairy checkoff, we focus on dairy promotion, nutrition education and research.

At Midwest Dairy, our values drive the way we work together as a team and how we collaborate with our partners to build trust and sales for dairy. Every day, each of us works to model our values of Accountability (We focus on our bullseye); Collaboration (We achieve more together); and Enterprising (We take initiative.).

We recruit, hire, employ, train, promote, and compensate individuals based on job-related qualifications and abilities. Midwest Dairy has a longstanding policy of providing a work environment that respects the dignity and worth of each individual and is free from all forms of employment discrimination, including harassment, because of race, color, sex, gender, age, religion or religious creed, national origin, ancestry, citizenship, marital status, sexual orientation, gender identity, gender expression, genetic information, physical or mental disability, military or veteran status, or any other characteristic protected by law.

Midwest Dairy also provides reasonable accommodation to qualified individuals with disabilities or based on a religious belief, in accordance with applicable laws. If you need to inquire about an accommodation, or need assistance with completing the application process, please email hr@midwestdairy.com.