

2024 MIDWEST DAIRY INTERNSHIP

Job Description

The Corporate Communications Internship provides an excellent opportunity for students interested in communications, public relations, marketing or agribusiness.

POSITION DURATION AND LOCATION

This position is located in St. Paul, MN, or Ankeny, IA. Applicants must be available to work 40 hours per week from June 3 with potential work through August 23. The start date for the internship is negotiable but must be in place by June 14.

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 students who are permanent residents of those states. Preference will be given to those possessing strong communication and organizational skills or majoring in communications or related field. Candidates need not be from a dairy farm.

SELECTION

Applicants must submit, ***via email***, a cover letter, resume and a list of three references.

These emailed applications are due March 25, 2024. Please email all materials to:

Stephanie Onken
Corporate Communications Manager – Digital
sonken@midwestdairy.com

Finalists selected for interviews will be notified by April 5, 2024.

An intern will be selected and notified by May 13, 2024. The intern will assume a salaried internship and must be prepared to reside within commuting distance of the Midwest Dairy corporate offices located in Minnesota (2015 Rice Street, St. Paul, MN 55113) or Iowa (101 NE Trilein Drive, Ankeny, IA 50021).

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 analytics; 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
Corporate Communications Manager – Digital
sonken@midwestdairy.com

2024 Midwest Dairy Corporate Communications Internship

Position Description

Term: Three months approximately June 3-August 23, 2024. 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 St. Paul, MN, or Ankeny, IA. 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.

Responsibilities may include, but are not limited to:

- Support all Midwest Dairy farmer communication efforts, including but not limited to:
 - Directly responsible for developing Farmer Profile articles, Midwest Dairy's virtual experience at various State Fairs, and other projects as assigned.
 - Assist with the planning, writing, and distributing of Midwest Dairy's monthly farmer e-newsletter, print publications, and other promotional and educational materials associated with Corporate Communications strategic objectives.
 - Assist developing of materials to share checkoff value messages through Midwest Dairy's digital platforms, including website and social media properties.
 - Assist with the writing, developing and distributing of ag media materials, including news releases, fact sheets, and media pitches.
 - Work with communications managers to identify and develop other promotional, educational, and marketing materials for use in other Corporate Communications initiatives.
 - 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.

Relationships

- Directly responsible to and reports to the Corporate Communications Manager
- Collaborates with co-workers throughout the organization
- Works under the direction/supervision of project leaders on specific projects

Reporting

1. Weekly touchbase calls with supervisor
2. Twice weekly Corporate Communication team huddles
3. Monthly Department lead meetings
4. Program/project updates as requested

Compensation Details

1. Receive 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 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, 2024.
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.
6. The position is located in Ankeny, Iowa or St. Paul, MN.

A preference will be given to applicants with:

- Excellent communication skills, including written and verbal communications and understanding of AP style.
- Experience with social media and experience or interest in public relations.
- Strong organizational skills, communications experience, and the ability to work independently.
- Experience with programs such as Microsoft Office and Adobe applications. Understanding or familiarity with the dairy and/or ag industries.

Application Process & Other Provisions

1. All emailed applications must include a cover letter, resume, 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 their 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 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. Candidates who are current Midwest Dairy state ambassadors are not eligible unless they are willing to give up their ambassador position if selected for the internship.

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