



## Minnesota Beef Council Marketing Communications Internship

### About the Minnesota Beef Council

The Minnesota Beef Council was established in 1969 to administer the Beef Checkoff program on behalf of 18,000 beef farmers and ranchers in Minnesota. The Checkoff focuses on conducting research, education and promotion programs for beef and beef products.

### Job Purpose

The Minnesota Beef Council Summer Intern will work with the Minnesota Beef Council Staff and Board of Directors to develop and implement beef education, communication and promotion activities throughout the summer. The intern will gain knowledge of beef industry programs and how their actions impact the beef industry in Minnesota and beyond. The intern will be expected to provide ideas and input to the projects they are assigned throughout the summer.

### Key programming priorities throughout the summer include:

- Manage the coordination of the Minnesota Beef Council booth at the Minnesota State Fair
- Assist with video shoots, interviews and television segments
- Assist with the preparing and writing of website content, social media, blog posts and press-releases as directed
- Attend appropriate beef industry meetings as necessary

### Required qualifications

- Preference will be given to students who have completed their junior year of course work with a major in agricultural marketing, agricultural communications, animal science, agriculture education or related
- Be available throughout the duration of the summer internship experience (Mid May-Sept 7)
- Be available for the annual Summer Cattlemen's Tour
- Be available to work through the Minnesota State Fair – August 27 through September 7, 2020
- Have a background or working knowledge of the beef industry
- Evidence of good organizational skills
- Evidence of excellent performance working with both youth and adults
- Good written plus oral communication and public relations skills
- Proficiency in Microsoft and Adobe programs
- Valid driver's license and reliable transportation

### Work Schedule

The Summer Intern will work a flexible 40 hours/week work schedule starting mid-May– September 7, 2020. Start date is flexible. This is a paid internship with a competitive salary.

### Applicant Instructions

Interested applicants are asked to please submit the following documents electronically by December 1, 2019 to Becky Church, Communications Director, at [becky@mnbeef.org](mailto:becky@mnbeef.org):

- Cover Letter
- Resume
- College transcript(s) – unofficial will be accepted
- A mock Instagram post as to why you are passionate and believe to be a good fit for the position
- Contact information for three professional references

