



Minnesota Beef Industry Summer Communications Internship

About the Minnesota Beef Council

The Minnesota Beef Council was established in 1967 to administer the Beef Checkoff program on behalf of 16,000 beef farmers and ranchers in Minnesota. The Checkoff focuses on conducting research, education and promotion programs for beef and beef products.

About the Minnesota State Cattlemen's Association

The Minnesota State Cattlemen's Association (MSCA) is a membership-based organization that represents cattle farmers and individuals who are part of the cattle community in Minnesota. The Minnesota State Cattlemen's Association is primarily focused on addressing local, state, and federal issues that impact the long-term viability of cattle farming and ensuring that Minnesota's business climate welcomes the growth and long-term success of raising cattle in Minnesota.

Job Purpose

The Minnesota Beef Industry Summer Intern will work with the Minnesota Beef Council Staff and Board of Directors, as well as the Minnesota State Cattlemen's Association Staff and Board of Directors to develop and implement beef education, communication, and promotion activities throughout the summer. By working with the Minnesota Beef Council Staff and Board of Directors, as well as the Minnesota State Cattlemen's Association Staff and Board of Directors, the intern will gain knowledge of beef industry programs and how their actions impact the beef industry in Minnesota. 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 including Board of Director meetings.
- Prepare and present a summary of the internship experience to the Minnesota Beef Council Board of Directors and the Minnesota State Cattlemen's Association Board of Directors.

Required qualifications

- Preference will be given to students who have completed their junior year of course work with a major in agricultural education or agricultural communications.
- Be available throughout the duration of the summer internship experience (Mid May-Early September)
- Be available for the annual Summer Cattlemen's Tour July 11 – 12, 2022
- Be available to work through the Minnesota State Fair – August 25 through September 5, 2022
- Have a background or working knowledge of the beef industry.
- Evidence of good organizational skills.
- Evidence of strong writing skills.
- Evidence of excellent performance working with both youth and adults.
- Good written, oral, and public relations and communication skills.
- Proficiency in the Microsoft Office products, internet, social media, and e-mail applications.
- Valid driver's license and reliable transportation.
- Design program experience preferred.

Additional preferred qualifications

- Evidence of teaching youth or adult program delivery.
- Experience in Adobe Photoshop, Illustrator, or InDesign.

Work Schedule

The Summer Intern will work a flexible 40 hours/week work schedule starting approximately May 16, 2022 – September 5, 2022. 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 22, 2021 to Ashley Kraemer at the Minnesota Beef Council. Email ashley@mnbeef.org:

- Cover Letter
- Resume
- College transcript(s) – unofficial will be accepted
- A one-page essay on your career goals, and why you want to work for the beef industry
- Mock Instagram post as to why you are a good fit for the position
- Contact information for three professional references

For questions regarding this position, please contact Ashley Kraemer, Communications Director at the Minnesota Beef Council at 763-479-1011 or ashley@mnbeef.org.