Minnesota Beef Industry Summer 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.

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 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, 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 preparation of the Minnesota Beef Council booth for the Minnesota State Fair, including the recruitment of volunteers to fill shifts and managing the booth during the duration of the 12 days of the fair.
- Assist with potential video shoots, farmer interviews, and television segments.
- Assist with the creation and writing of website content, social media, graphic design, and press-releases as directed.
- Create a social media series for the Minnesota Beef Council social media platforms and assist in management of the various social sites throughout the duration of the internship.
- Attend in-person events such as Farmfest and Summer Tour, assisting with photographing key moments.
- Prepare and present an update of the internship experience to the Minnesota Beef Council Board of Directors at their July quarterly meeting.

Required Qualifications
- Applicant has completed their freshman, sophomore, junior, or senior year of college, with preference of applicant working towards a major in agricultural education or agricultural communications.
- Be available throughout the duration of the summer internship experience (Mid-May-September 6, 2027).
- Be available for the annual Summer Cattlemen's Tour July 13, 2027.
- Be available to work through the entirety of the Minnesota State Fair – August 26 through September 6, 2027.
- Have a background and/or working knowledge of the beef industry.
- Evidence of strong writing and good organizational 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.

Additional Preferred Qualifications

- Evidence of teaching youth or adult program delivery.
- Experience in Canva and Adobe Photoshop, Premiere Pro, Illustrator, and/or InDesign.

Work Schedule & Compensation

The Summer Intern will work a flexible, hybrid 40 hours/week work schedule starting approximately May 17, 2027 – September 6, 2027; start date is flexible. Intern will be expected to be in the MBC Maple Plain office at least once per week, with the exception of work events that may require more travel or attendance on any given week. Mileage and expenses for work purposes will be reimbursed. This is a paid internship with a competitive hourly wage.

Applicant Instructions

Interested applicants are asked to please submit the following documents electronically by Monday, November 30, 2026 to Ashley Wulf, Communications Director, at the Minnesota Beef Council. Email ashley@mnbeef.org:

- Cover Letter
- Resumé
- College transcript(s) – unofficial will be accepted
- Mock Instagram post pertaining to the beef industry in Minnesota
- Contact information for three professional references

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