

MARKETING & COMMUNICATIONS INTERNSHIP



POSITION OVERVIEW

The Iowa Beef Industry Council's (IBIC) summer internship position will focus on the development and implementation of beef education, communication, promotion and industry activities through the promotion of beef and beef products. This internship was created to offer a talented and passionate student the opportunity to help implement and develop programming that increases the demand for beef. The Marketing and Communications Intern will work closely with Iowa Beef's Director of Marketing and Communications to provide support for state and local programs.



TO APPLY, PLEASE SUBMIT THE FOLLOWING:

- Resume
- Cover Letter
- Unofficial Transcript
- Graphic Design Work Sample (ex: social media graphic, brochure, flyer, etc.)
- A 500-word Essay (question is on the application)

QUESTIONS?

Contact Kylie Peterson at kylie@iabeef.org or 515-296-2305

GENERAL RESPONSIBILITIES

- Assist with the planning, development and execution of Iowa State Fair activities with IBIC
- Coordinate several educational and promotional events, under guidance of IBIC staff
- Lend support with consumer-focused initiatives through social media and a monthly e-newsletter
- Achieve Beef Quality Assurance and Masters of Beef Advocacy certification
- Develop an Iowa beef farmer feature story through an interview and photo shoot
- Observe and participate in industry working groups and board meetings
- Prepare and present a summary of the internship experience to IBIC Board of Directors



REIMBURSEMENT

- Location - Iowa Cattle Industry Headquarters in Ames, Iowa
- Time - Minimum of 12 weeks; Approximately May - August 2024
- Financial Assistance - You will work on a contractual basis not exceeding a \$9,000 stipend to cover expenses. No benefits or housing provided. Use of Iowa Beef vehicle included. Additional expenses such as mileage and meals for work purposes will be reimbursed.
- Opportunity to begin paid part-time work around class schedule beginning mid-March/early April (not to exceed 20 hours).

APPLICATIONS MUST BE COMPLETED ONLINE

This position will be filled before the spring semester

WWW.IABEEF.ORG/EVENTS/INTERNSHIP-APPLICATION

