Communications and Marketing Intern

Job Description
The Indiana Soybean Alliance (ISA) is a farmer-led organization that is responsible for investing Indiana’s soybean checkoff funds for the state of Indiana. ISA also manages the Indiana Corn Marketing Council (ICMC) under a shared services agreement. ICMC is a farmer-led organization that is responsible for investing Indiana’s corn checkoff funds. Program areas include biofuels, livestock, new uses, communications, aquaculture, grain marketing, and production and environment. ISA and ICMC are independent organizations led by separate volunteer boards.

ISA is seeking a qualified candidate to work as its communications and marketing summer intern.

The paid position will be 40 hours per week for up to 15 weeks from May – August, 2021.

Job Requirements
- Completion of at least one year of college-level coursework.
- Proven ability to work independently or as part of a team on a variety of projects.
- Creative thinking and problem-solving skills. Energy and enthusiasm.
- Effective interpersonal and communication skills both written and verbal.
- Comprehensive knowledge of Twitter, YouTube, Instagram, Facebook and other networking sites.
- Strong computer skills, including Word and Excel.
- Must be available to work some weekends and evenings during the Indiana State Fair from August 6-22, 2021.
- Work requirements include standing/sitting for long periods of time, walking, carrying and lifting up to 40 lbs.
- Have experience using a design software like Photoshop, or Canva
- Create or update contest such as graphics and video as necessary
- Be familiar with existing trends in digital and social media
- Enjoy problem solving, research and creative thinking
- Possess a professional, highly motivated and enthusiastic attitude
The internship will include the opportunity to work with the communications and marketing team on a variety of programs designed to increase the viability of Indiana soybean and corn farmers. This includes developing and planning activities for the Glass Barn, ISA’s educational exhibit building at the Indiana State Fairgrounds, social media outreach programs, event planning, writing, and design. The candidates will have the opportunity to be creative, engage with farmers, consumers, media and industry partners.

2021 Communications and Marketing Intern Job Responsibilities

- Develop social media plan and create posts for the ISA and ICMC Indiana State Fair programs. This will include working with Twitter, Facebook, Instagram, Pinterest and other networking sites.
- Implement our social media outreach program.
- Contact farmers, industry partners, and stakeholders about programs as directed.
- Develop, write and proofread materials, which could include social media posts, state fair promotion materials, magazine articles, news releases and blog posts.
- Help organize and plan farmer or consumer events throughout the summer which could include State Fair, Field Day, Farm Safety Events, and Regional Farmer Meetings.
- Work with other ISA or ICMC organizational initiatives as directed.
- Represent ISA/ICMC during the Indiana State Fair (August 6-22, 2021) and at organizational events as directed.
- Work in the Glass Barn during the Indiana State Fair.

How to Apply
E-mail resume, cover letter, two references to Kris Sturtz at ksturtz@indianasoybean.com by February 19th. Applicants will be contacted by phone if selected for an interview. Please specify which internship you are applying for in cover letter.

Job Posting Dates
Feb 1-Feb 19, 2021