



2021 Marketing & Communications Internship *Iowa Beef Industry Council*



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 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.

This position will be full-time beginning tentatively in May and ending in August 2021.

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.
- Attend appropriate industry meetings as necessary, including board meetings.
- Prepare and present a summary of the internship experience to IBIC Board of Directors.

Qualifications:

This position is available to any student, but preference will be given to the following criteria:

- A full-time college student with an agricultural-related major
- Student in good scholastic standing with extensive experience in written and oral communications and/or journalism
- Exhibits a strong and true interest in agriculture, ideally the beef industry
- Ability to thrive in a fast-paced environment and meet deadlines
- Demonstrates positivity, flexibility, good judgement and a willingness to learn

To apply, applicants must submit the following by January 25, 2021.

- College transcript(s) – unofficial will be accepted
- Two letters of recommendation
- Resume
- A one-page essay responding to the following: What is one of the biggest threats currently facing the beef industry and how do you see the Beef Checkoff playing a role in helping combat the issue?

Applications will be accepted via email, postal mail or hand delivered to our office.

Questions and/or applications should be directed to:

Iowa Beef Industry Council
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